

*The
traditional
home of the
Sandalwood tree*

...IT COMES FROM MYSORE

THE World's finest Sandalwood—*Santalum Album* (Linné)—is grown in the State of Mysore. The Oil richest in Santalol comes from the Heart-wood, and nothing but selected Heart-wood is used for the production of MYSORE OIL.

This, together with scientific distillation, accounts for the universally recognized superiority of Mysore Oil, and is why Mysore Oil is always taken as the standard measure of quality.

It is definite economy to use genuine Mysore Oil. Substitutes and imitations in the long run cost more. Do not merely specify "Sandalwood Oil U. S. P." but insist upon Mysore Oil.



Distilled at our Linden, N. J. plant and offered only in original sealed and numbered containers.

Sole Agents for the United States
W. J. BUSH & CO., Inc., New York

Sole Agents for Canada
W. J. BUSH & CO. (Canada) Ltd., Montreal, Canada

"The Oldest Essence Distillers"

W. J. BUSH & CO.

INCORPORATED

Essential Oils . . Aromatic Chemicals . . Natural Floral Products

NEW YORK, N. Y.

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ESTABLISHED 1845
BATZOUROFF & Co.
SOFIA, BULGARIA

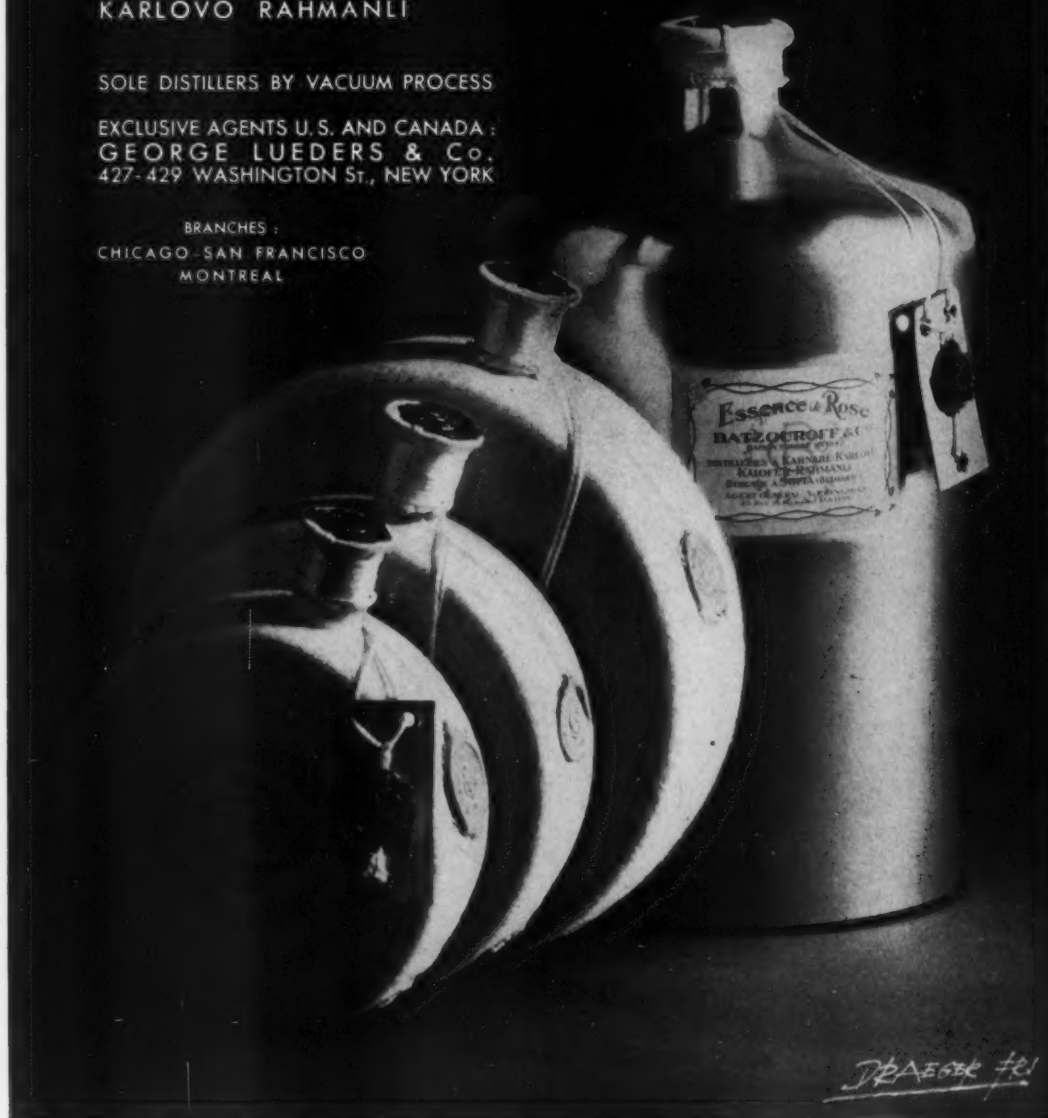
PURE OTTO OF ROSE

MODERN DISTILLERIES AT:
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SOLE DISTILLERS BY VACUUM PROCESS

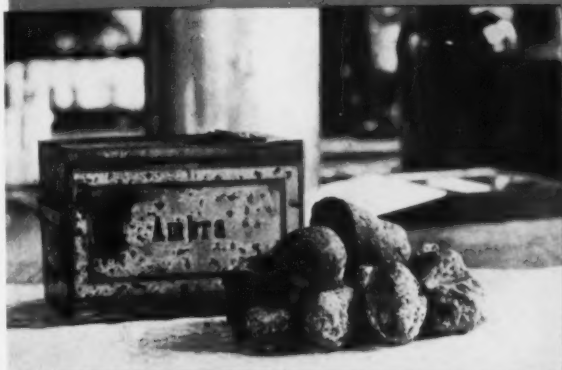
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GEORGE LUEDERS & Co.,
427-429 WASHINGTON ST., NEW YORK

BRANCHES:
CHICAGO-SAN FRANCISCO
MONTREAL



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milestones in synthetics



Ambergris W. art.

Formerly prohibitive because of its high price, amber in the form of this synthetic substitute finds an ever widening field, extending even to cheaper cosmetics. Its odor and effectiveness closely approximate the natural product; it excels nature by its superior stability.



Civet Paste W. But for an addition of civet many a perfume would be lifeless and insipid. This well balanced substitute for the natural product is also valuable for its musk by-odor. It is readily soluble in benzyl benzoate, alcohol, and other similar solvents.



Muscaro W. The amazing faculty of musk of merging, intensifying, and leveling off the ingredients of a perfume has been completely captured in our Muscaro W. Interesting results are obtained in combination with Musk Xylol, Musk Ambrette and Musk Ketone to which it imparts the Tonkin effect not present in these ordinary musk substitutes. Easily soluble.



SCHIMMEL & CO., INC.

601 WEST 26th STREET
NEW YORK, N. Y.



BOSTON • CHICAGO • LOS ANGELES • TORONTO

A black and white photograph of a carnation flower, viewed through a circular frame. The flower is in full bloom, showing many ruffled petals. The stem and leaves are visible at the bottom of the frame. The background is dark and out of focus.



O E I L L E T

F L O R A S Y N T H

CHICAGO • DALLAS • DENVER • LOS ANGELES • SAN FRANCISCO



Hand Blown

Carr-Lowrey is one of the few remaining glass plants in the country with a factory where bottles are made by hand. With years of experience in blowing bottles for the perfume trade, its skilled glass blowers have met the exacting requirements of many a famous house, kept up with modern trends, blown bottles considered impractical a few years ago.

Consider Carr-Lowrey when making your plans for the future. Avail yourself of its designing staff if you want a private mould, or inspect its modern stock designs.

Illustrated: No. 377 4 ounce, 10 dram 5 dram, 2 dram

CARR-LOWREY GLASS CO. *Factory and Main Office: BALTIMORE, MD.*

NEW YORK OFFICE: 500 FIFTH AVE., Room 1427, Telephone: CHickering 4-0592

CHICAGO OFFICE: 1502 MERCHANDISE MART. Telephone: WHitehall 4526

PEDIGREED . . .



Courtesy of the Rees' Kennels

AND PROUD OF HIS PEDIGREE . . .

Sired by Champion Rees' Gambling Man, winner of "Best in Show" at the famous Morris & Essex Show of 1937 and three other blues in as many weeks, at North Westchester, Cedarhurst and Portchester.

His grand sire, the distinguished Rees' Minuteman.

His grand dam, Champion Cordovia Cockade.

To dog fanciers, his pedigree is impressive and we know he'll be a champion in his own right.

van Ameringen-Haebler, Inc.

315 Fourth Avenue, New York City

NEW YORK

CHICAGO

LOS ANGELES

SAN FRANCISCO

TORONTO

pedigreed, too, is PERROLEX

Sired by the champion

PERROL

A VAN AMERINGEN-HAEBLER PRODUCT

PERROL has been an outstanding creation as the ultimate floral note in cosmetics the world over.

In response to numerous requests, our laboratories have developed a less costly version of this popular product.

We offer PERROLEX . . .

Excellent as a perfume itself!

Refreshingly pleasing in creams, powders and lip-sticks!

Invaluable as an ingredient in original creations to impart the delicate floral note of a gay morning bouquet.

Write us for a sample.



van Ameringen-Haebler, Inc.

315 Fourth Avenue, New York City

PORTLAND

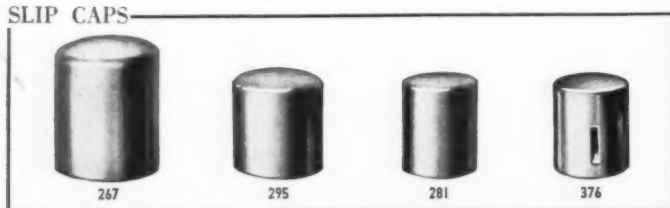
ATLANTA

SALT LAKE CITY

SEATTLE

ELIZABETH (FACTORY)

SLIP CAPS



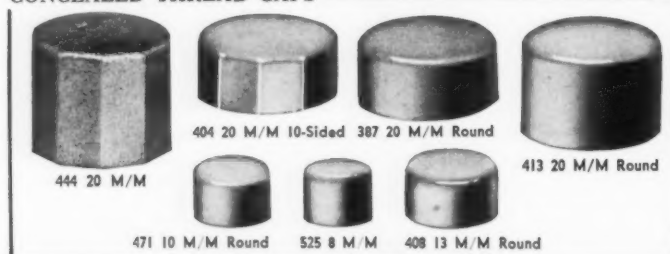
TALCUM CAPS—Plain & Knurled



SCREW CAPS



CONCEALED THREAD CAPS



MISCELLANEOUS



Improve

THE APPEARANCE OF YOUR PACK-
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stock or specially designed



For perfumes, talcum and tooth
powder, bath salts, lotions, etc.
Furnished in a variety of de-
signs in fancy metal—plain brass—
aluminum—brass nickel plated
—nickel silver—stainless steel
. . . Enameled caps, all colors.
Our "Negative Finish" resists
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Samples and prices on request.

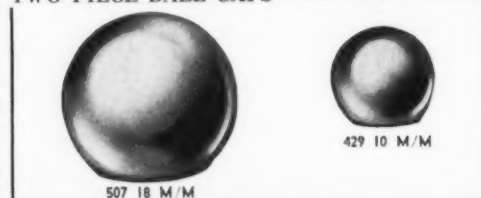
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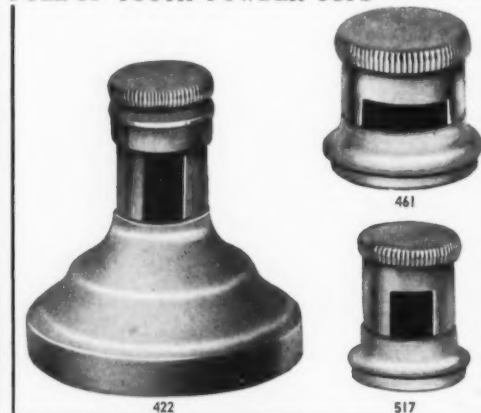
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TWO PIECE BALL CAPS



PULL-UP TOOTH POWDER TOPS



CUSTOM DESIGNS IN STAMPED AND DRAWN METAL SPECIALTIES

B-G Caps for Perfumes, Talcum, Tooth Powder, Bath Salts, Lotions, Salt & Pepper Shakers, etc. . . . Sifter Top Caps, Slip Caps (Round, Square, Oval, Slotted).

ODOR COORDINATING

COULD YOU compose a symphony? . . . or, given brush and pigment, paint a masterpiece? Hardly, for it takes more than musical or artistic inclination to produce worthy achievement in either field. What it does take is talent trained to its creative peak by study, practice and experience.

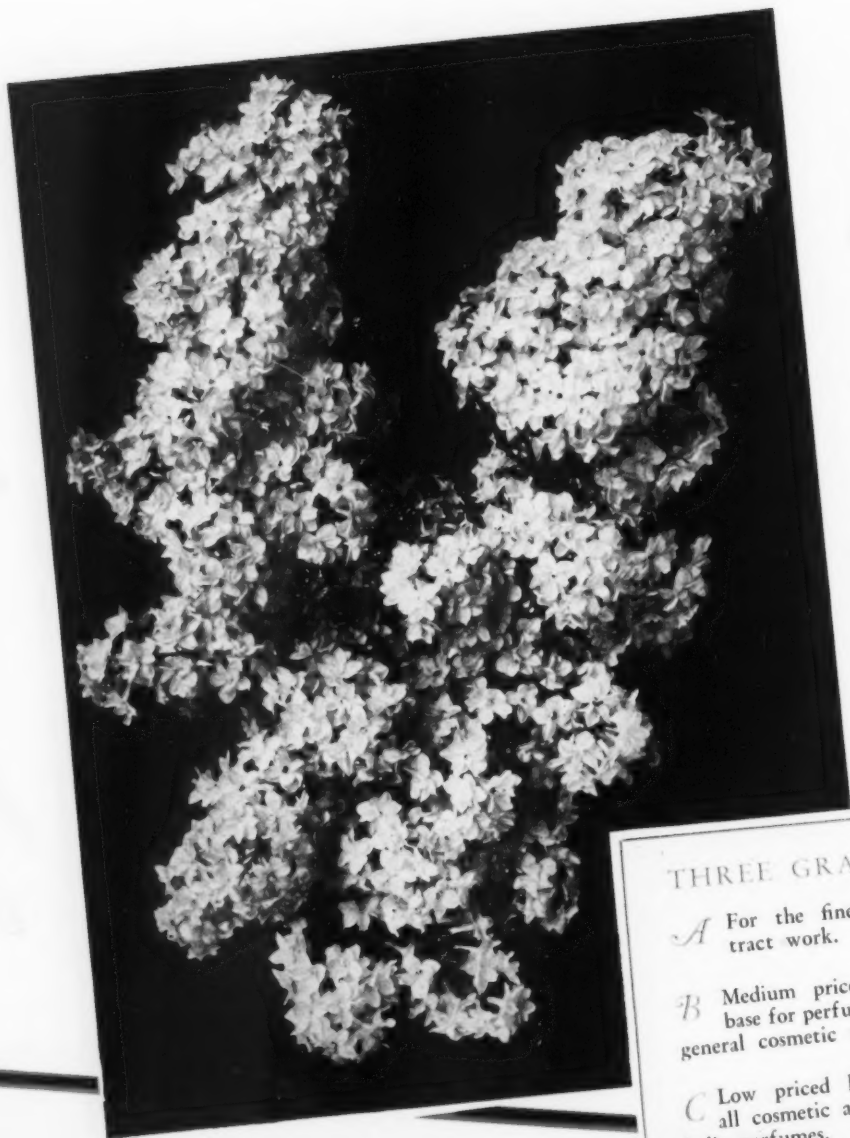
Odor coordinating is an art even more complex. Not only does it involve the least developed of man's five senses, but it requires the uncanny ability to combine elements, far more numerous and subtle than tones or colors, into blends of pleasing harmony. Unquestionably, it is the job for a specialist, and the manufacturer who entrusts his perfuming to one less skilled is merely gambling with the future of his product.

Why take this gamble? Why not bring your problems to an organization out of whose facilities and long experience have come many of perfume's finest masterpieces? Consult our specialists regarding your next new odor and assure your product the benefits of odor coordinating practically applied by experts.

FRITZSCHE BROTHERS, Inc.



ONCE IT WAS LILAC . . . NOW IT'S



THREE GRADES

A For the finest extract work.

B Medium priced lilac base for perfumes and general cosmetic work.

C Low priced lilac for all cosmetic and alcoholic perfumes.

Avryllis

TODAY, when their formulas call for lilac, exacting perfumers specify AVRYLLIS. Whether for costly extracts or inexpensive toilet waters, powders, soaps or creams, they rely upon unfailing AVRYLLIS to produce the right effect.

Such confidence is well founded, for actually, this FRITZSCHE product is the culminating achievement of a lifetime study of lilac. Anyone who has ever tried it—and is competent to judge—commends it enthusiastically for its faultless simulation of this captivating but elusive fragrance.

AVRYLLIS is a basic odor, complete in itself. It may be used in lilac compositions with or without addition of any kind. It blends perfectly with other aromatics and may be substituted in any formula requiring lilac, with assured advantage to the product's finished fragrance. Intense, lasting, non-discoloring . . . and with a range of utility unrestricted by demands of quality or limits of cost, AVRYLLIS is the lilac you long have sought. Having tried a sample, we know you'll agree! Write for yours today.

"Fragrance Creates Sales Appeal"



FRITZSCHE

Brothers, inc.

816 WEST 8TH STREET LOS ANGELES, CAL.

Proprietors of PARFUMERIES de SEILLANS Seillans, France

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PORT AUTHORITY COMMERCE BLDG.

76 NINTH AVENUE, NEW YORK, N. Y.

118 WEST OHIO ST. CHICAGO, ILL.

For Finer Effects!

RESINOIDS, F. B.

*M*ANY materials, formerly obtained by distillation, produce far better effects in fine perfume work when extracted with volatile solvents. This latter method, though considerably more expensive, provides abundant compensation for its greater cost in the fuller, richer and generally improved character of the materials thus produced.

Volatile solvent extraction results also in a higher yield of the natural gums and resins . . . and this means increased fixation!

The resinoids listed below are extracted by this method at our own plant in Seillans. A trial will convince you of their superlative quality.

CEDAR ORRIS PATCHOULY
SANDALWOOD VETIVER



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**PERHAPS
THE**

Most Exact

test of Canco's skill in lithography on metal is in the reproduction of fine oil paintings . . . and one of the most telling proofs of that skill is on the cover of this utility box produced for Beechnut Packing Company. On the front cover of this magazine it is shown as clearly as process printing can duplicate the subtle colour-variations of the actual container.



AMERICAN CAN COMPANY

The world's largest manufacturer of metal and fibre containers

230 Park Avenue

New York, N. Y.



The
BRIDGEPORT

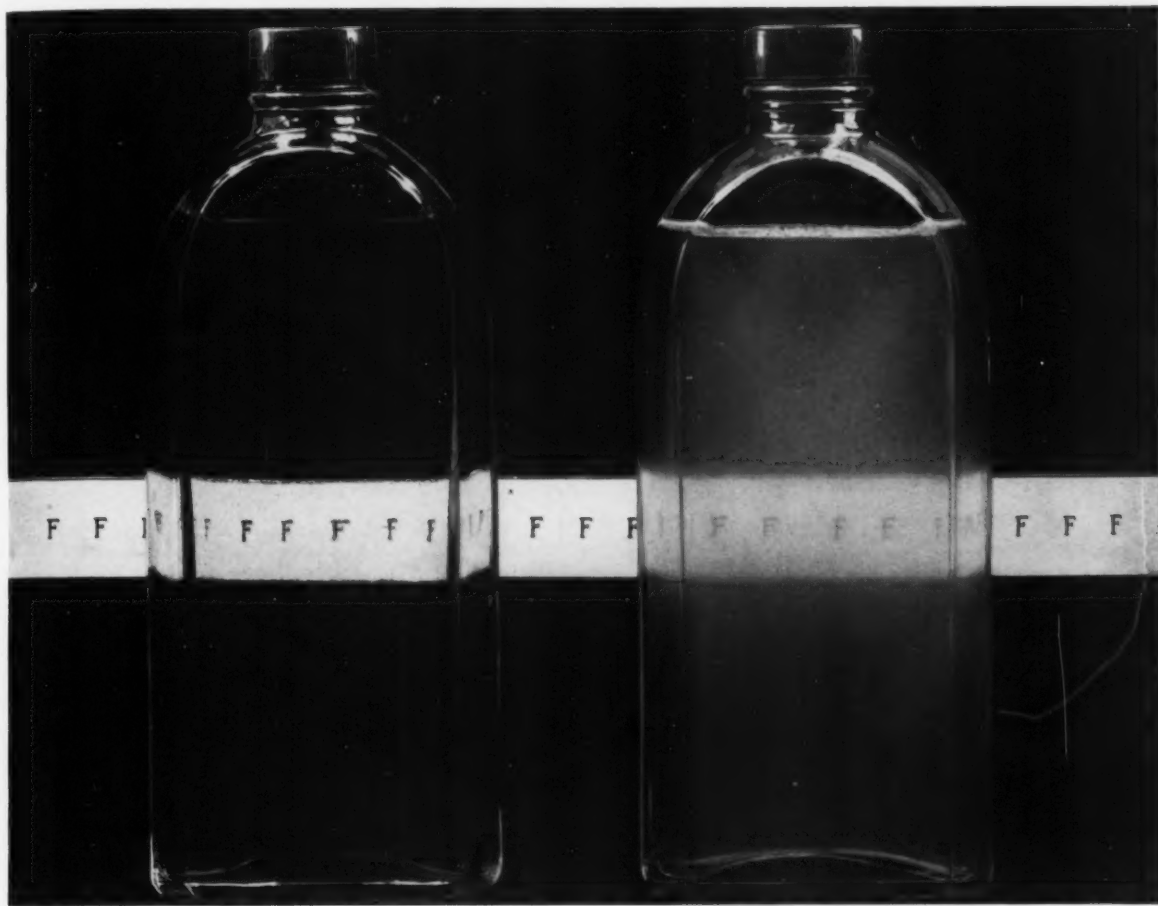
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METAL
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VANITY CASES • ROUGE CASES • PASTE ROUGE CONTAINERS
LIPSTICK HOLDERS • EYEBROW PENCIL HOLDERS • BOTTLE CAPS • JAR CAPS

You can see the advantage of FELTON'S WATER SOLUBLE PERFUME OILS



Note the clarity of the water solution of Felton's Aquaromes, on the left, in comparison with an ordinary water soluble perfume oil.

AQUAROMES *by*

FELTON

CHEMICAL CO., INC.

Stocks Carried in Principal Cities

You can then readily see why so many manufacturers of liquid shampoos, deodorant sprays, theatre sprays, Formaldehyde preparations and many others recognize the advantages of Aquaromes ● Completely soluble in water—Aquaromes leave no trace of oil film or cloudiness. They're more economical and yet more effective, enabling you to make products that are "tops" in consumer appeal and profit. AQUAROMES ARE AVAILABLE IN A LARGE SELECTION OF POPULAR ODORS THAT FILL ANY REQUIREMENT! SEND FOR TESTING SAMPLES NOW!

FELTON CHEMICAL CO., Inc., 603 Johnson Ave., Brooklyn, N. Y.
Manufacturers of Aromatic Chemicals, Natural Derivatives, Perfume Oils, Artificial Flower and Flavor Oils.

V I O L A

N O R D A

A Violet odor of the Italian
Type, fragrant, with just a touch of the "leaf"
character.

A splendid and popular
odor for a dusting powder.

Sample submitted upon request.

Norda

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CANADA: 119 ADELAIDE ST., W. TORONTO

THE MALLINCKRODT • MAIL BAG •

The Chemicals that we ordered by telephone at 3:30 yesterday just arrived at the writer's desk. We want to compliment you on the excellent service you have given us, and want you to know that we appreciate your cooperation.

M. C. W.

I am using your Aluminum Chloride N.F. in a preparation and am occasionally troubled with discoloration. Could it be that your Aluminum Chloride contains excess iron?

The discoloration you experience is probably caused by iron, but it does not come from our Aluminum Chloride. An analysis of past manufacturing lots shows that all contained less than 0.002% iron. It will be necessary for you to select all other ingredients in your formula carefully to prevent a recurrence of the difficulty you have reported to us.

M. C. W.

We understand that your company has a leaflet showing physical and chemical properties of Stearates. May we have one?

A copy of our leaflet "The Commercial Use of Stearates" is being mailed you today. While it is not complete, it will probably give you considerable information of value.

M. C. W.

One of the many Mallinckrodt catalogs shows the maximum limits of impurities for a list of selected chemicals. No cosmetic laboratory doing carefully controlled research work should be without this catalog. Write for your copy.

COSMETICS



DOES THIS ALONE MAKE QUALITY?

*"Heat to 80°C. Mix for two hours.
Grind until . . . Add sufficient . . ."*

No matter how perfect the technic—the finished product in the making of cosmetics can only be as high in quality as the basic ingredients.

Mallinckrodt chemicals have long been identified with the manufacture of fine quality cosmetics. Leading producers depend upon Mallinckrodt high standards to uphold and enhance their own enviable reputations.

Behind the Mallinckrodt seal of quality is almost three quarters of a century of experience and laboratory research. Thus, chemicals of exceptional purity and fineness are made available to the cosmetic industry by Mallinckrodt . . . for face powders, creams, deodorants, etc.

And—you pay no more for such high quality basic materials than you would for less dependable brands.

MALLINCKRODT COSMETIC CORNER STONES FOR QUALITY BUILT PRODUCTS

Mallinckrodt
CHEMICAL WORKS

ST. LOUIS
CHICAGO
PHILADELPHIA

NEW YORK
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TORONTO

Chemicals
For Every Cosmetic Need

Try these Mallinckrodt chemicals in *your* cosmetics

ACID SALICYLIC
ACID TANNIC
ALUMINUM CHLORIDE
AMMONIUM CARBONATE
BARIUM SULPHIDE
BISMUTH SUBNITRATE
BORAX

HYDROGEN PEROXIDE
MAGNESIUM STEARATE
POTASSIUM HYDROXIDE
RESORCINOL
SILVER NITRATE
SODIUM BENZOATE
ZINC STEARATE



Exchange
OIL OF LEMON U.S.P.

More than $\frac{2}{3}$

**OF ALL THE LEMON OIL
SOLD IN THE U. S. A.
IN 1936 WAS
EXCHANGE
BRAND**



HIGH quality and right price have made Exchange Brand Oil of Lemon, U. S. P., the unquestioned sales leader in the United States. Last year Exchange Brand outsold all other brands combined by more than two to one!

It is made in the world's

largest plant devoted exclusively to lemon products. Nowhere else are there the facilities to keep production quality so uniform. Nowhere else has the American taste been so successfully met.

Be sure to specify it by name: Exchange Brand Oil of Lemon, U.S. P. (Clarified).

Sold to the American market exclusively by

DODGE & OLCOTT COMPANY • **FRITZSCHE BROTHERS, INC.**
180 VARICK STREET, NEW YORK, N. Y. 76 NINTH AVENUE, NEW YORK, N. Y.

Distributors for

CALIFORNIA FRUIT GROWERS EXCHANGE
Products Department, Ontario, California

Producing Plant: EXCHANGE LEMON PRODUCTS COMPANY, Corona, California
 Copr., 1937, California Fruit Growers Exchange, Products Dept.



Achieving **PERSONALITY** *with a* **STOCK BOTTLE**

A bit of ingenuity with labels can do wonders with a stock bottle!

For instance, here is our "J-32" in seven different "costumes." Each one is as individual as a finger print; each is entirely in harmony with the product it contains. Yet none of these labels is costly—most of them are printed in one color only, using the contents of the bottle to get color contrast.

And remember—when you use a stock bottle like "J-32," you have the advantage of low price and a ready supply to draw upon for immediate delivery—you don't have to worry about overloaded inventories and costly delays.

"J-32" is carried in stock in ½ ounce, 1, 2, 3, 4, 6, 8, and 16 ounce sizes. It is made with G. C. A. medium screw finish; and, if you wish, can be delivered with black or colored Bakelite caps.

Write for samples and prices—today!

SWINDELL BROS. • BALTIMORE • NEW YORK

When you think of Bottles, think of

Swindell



GLAMOUR

depends on
Make-up

And leading cosmetic manufacturers know that they can depend on Merck Chemicals to make up the kind of high quality products that make a hit with their customers.

ZINC STEARATE MERCK is a fine, soft, white, bulky powder — free from harsh particles, foreign or rancid odor. It is standard in many of the leading face powders. Also useful to prevent chafing, to keep the skin smooth and soft, to prevent irritating effects of excessive perspiration.

LANUM U. S. P. MERCK (Lanolin) is a superior wool-fat in both Hydrous and Anhydrous forms. It contains Cholesterin, Iso-Cholesterin esters of the higher fatty acids. Especially adaptable for high grade ointments and creams. It is rapidly absorbed by the skin.

Prices, formulas, and other information furnished to manufacturers on request. Write us regarding your manufacturing problems and requirements.

MERCK CHEMICALS
for Cosmetic and
Toilet Preparations

Calcium Carbonate • Zinc Oxide
Magnesium Carbonate • Talc
Aluminum Chloride N. F.
Kaolin Colloidal N. F.
Strontium Sulfide • Boric Acid
Magnesium Carbonate U. S. P.
Barium Sulfide • Resorcin U. S. P.
Ammonium Carbonate • Borax
Potassium Sulfite • Sodium Sulfite
Quinine Hydrochloride N. F.
Pilocarpine Hydrochloride
Keratin • Oxyquinoline Sulfate
and others

★ **MERCK & CO. Inc.** *Manufacturing Chemists* **RAHWAY, N. J.** ★
New York Philadelphia St. Louis In Canada: Merck & Co. Ltd., Montreal and Toronto



NEWS BEHIND THE NEWS

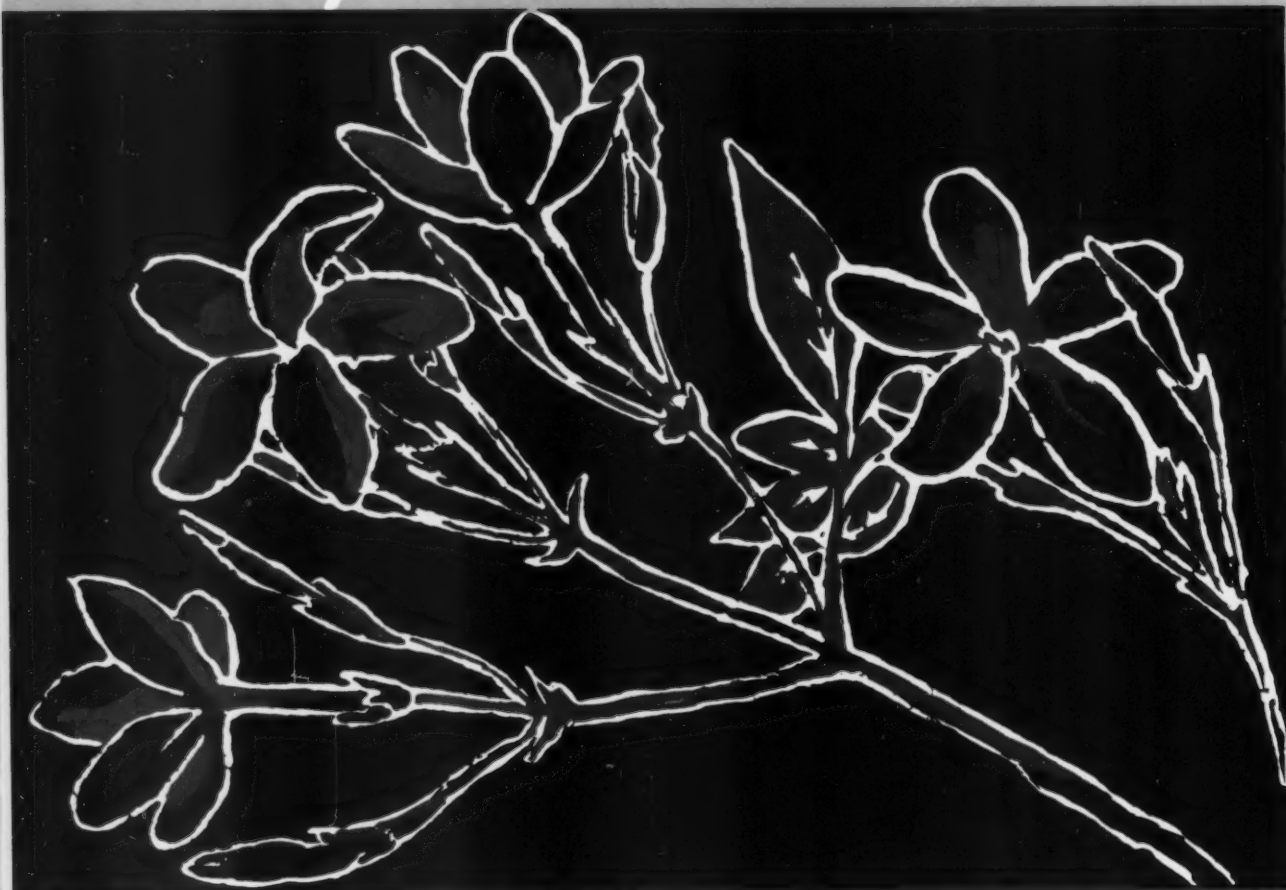
BEHIND the story of each new development or improvement in perfume or cosmetic composition there is the "news behind the news." It may be the discovery of a new material or the improvement of an old one, or the perfection of a method that permits a higher quality yield in products used regularly by the perfume manufacturer. Givaudan chemists are constantly making such contributions...through research in aromatic chemistry, and their ingenuity is reflected in many of the successful perfumes on the market today.

GIVAUDAN
DELAWANNA, INC.

80 FIFTH AVENUE, NEW YORK, N. Y.

**• USERS OF AMYL CINNAMIC ALDEHYDE
WILL WELCOME GIVAUDAN'S**

Improved Buxine



As a result of intensive research Givaudan is now producing an improved Buxine (Amyl Cinnamic Aldehyde), a Buxine that will give you the finest results that can be obtained in perfume bases.

Users of this product will find that this new Buxine measures up to the highest standards

of purity and uniformity. Why not take advantage of this improvement now? Samples will be sent promptly on request.

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DELAWANNA, INC.**

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Branches: Philadelphia, Los Angeles, Cincinnati, Detroit, Dallas, Baltimore, Chicago, San Francisco, Seattle, Montreal, Havana.



**Our
ASEPTIPUFS
are
permanently
antiseptic**

These powder puffs are not to be confused with so-called sterilized puffs—for sterilization is only a temporary condition, ineffective with first use of the puff.

Our velours and wools are treated with antiseptics when manufactured. The puff remains antiseptic throughout its life, or until washed. The inhibitory action is constant—always on the job battling Bacteria, protecting the reputation of your cosmetics. • *WRITE TODAY for literature and samples.*

ASEPTIPUFS always sanitary (Of course the unusual attractiveness of our powder puffs has also helped to make them so outstandingly popular.)

•
COMPACTS

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ROUGE and POWDER (More than 150 tints)

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LIPSTICKS (All indelible shades—consistencies a la mode)

•
CREAM ROUGE (All shades)

•
EYE SHADOW (All shades)

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EYEBROW PENCILS

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WATERPROOF MASCARAS

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All our products guaranteed for chemical purity. For your further protection, Products Liability Insurance carried.

OXZYN COMPANY • **ORIGINATORS OF
NATURAL ROUGES**

IN BUSINESS SINCE 1877

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In Jersey City Phone Delaware 3-2560.

Closures that Aid SEALING-STYLING-SELLING

CONSIDER Bakelite Molded closures from any practical point of view, and you'll realize why more and more manufacturers of proprietary products are employing them for packaging.

In machine capping of bottles or jars, for example, Bakelite Molded closures provide identical sealing for all packages, with a minimum of inspection and rejection. Formed in the same molds, these closures are exceptionally accurate and uniform.

For package styling, Bakelite Molded closures offer unlimited opportunities. They are available in many attractive stock patterns, in a wide selection of colors; or may be obtained in practically any spe-



Novel package for Beau Peep Products Co. baby shoe cleaner with specially-designed Bakelite Molded closure.



cial size, shape or private design, with or without embossed trade name.

In addition, these modern closures furnish worthwhile merchandising benefits. Their fine lustre, rich colors and appropriate shapes greatly increase the display value of packages. Even more important in sales-building, is their consistent ease of removal and replacement. It wins goodwill and reorders for

many products that are packaged for repeated use.

We invite you to obtain full information on the many advantageous possibilities of these closures. Write for our new 52-page booklet 6C, "A Guide to Modern Packaging with Bakelite Materials."

(Above) Lustrous Bakelite Molded closures add smartness to the packages of six Theo. Bender Company products.

BAKELITE CORPORATION, 247 PARK AVENUE, NEW YORK, N.Y.
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Canada West Coast: Electrical Specialty Co., Inc., 316 Eleventh Street, San Francisco, Cal.

BAKELITE

"The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation. Under the caption 'B' is the Bakelite logo for safety, or selected quantity. It symbolizes the reliable nature of present and future uses of Bakelite Corporation's products."

THE MATERIAL OF A THOUSAND USES

Something NEW
for CREAMS and LOTIONS
POWDERS and PERFUMES



at \$12.00 per pound. \$1.00 per trial ounce

You will recognize its merit at once.

Compagnie Parento, Inc.

Executive Offices and Laboratories, CROTON-ON-HUDSON, N. Y.

NEW YORK CHICAGO DETROIT LOS ANGELES SAN FRANCISCO
SEATTLE PORTLAND, ORE. TORONTO COLOMBES, FRANCE LONDON, ENG.

August, 1937

PARENTO ★ PARENTO ★ PARENTO ★ PARENTO ★ PARENTO



DE LAIRE

(Established 1878)

AROMATIC CHEMICALS and SPECIALTIES

Now in our
140th YEAR

as suppliers of
a full line of

PERFUME RAW MATERIALS

*in recent years brought
up to date by the*

'D&O' PERFUME BASES
for every purpose—to suit all costs

These world-famous products
provide basic notes for many
of the most popular per-
fumes on the market today.

**MOUSSE DE CHYPRE
SWEET PEA DOUBLE
FLORANOL 160
*and many others***

— • —

Send for complete list
to our American
agents

DODGE & OLCOTT

COMPANY

180 VARICK STREET

NEW YORK, N. Y.

BRANCHES: PHILADELPHIA — BOSTON — CHICAGO — ST. LOUIS — LOS ANGELES

J. M. & B.

the well-known trademark of

J. MERO & BOYVEAU

GRASSE, FRANCE

Established in 1832

PRODUCERS OF FINEST QUALITY

**NATURAL
FLOWER
OILS**

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**PERFUME
SPECIALTIES**

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Send your inquiries to
our American
agents



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there is a wide
demand
for

**MODERNIZED
COLOGNES**

Combining the refreshing character of old-fashioned Eau de Cologne with the basic notes of favorite perfume extracts.

Try these 'D & O' Bases

**COLOGNE-CHYPRE
COLOGNE-FLORALE
COLOGNE-GARDENIA
COLOGNE-HEATHER**

\$8.00 per pound

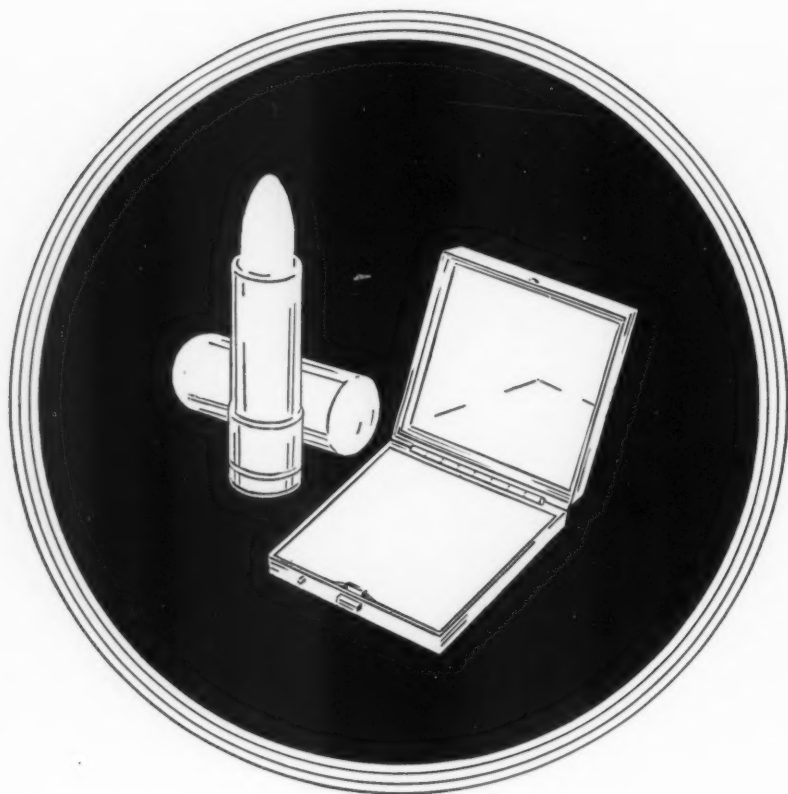
DODGE & OLCOTT

COMPANY

180 VARICK STREET

NEW YORK, N. Y.

BRANCHES: PHILADELPHIA — BOSTON — CHICAGO — ST. LOUIS — LOS ANGELES



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The distinguished clientele APLI is privileged to serve reports sales increases for 1936 considerably in advance of the industry as a whole.

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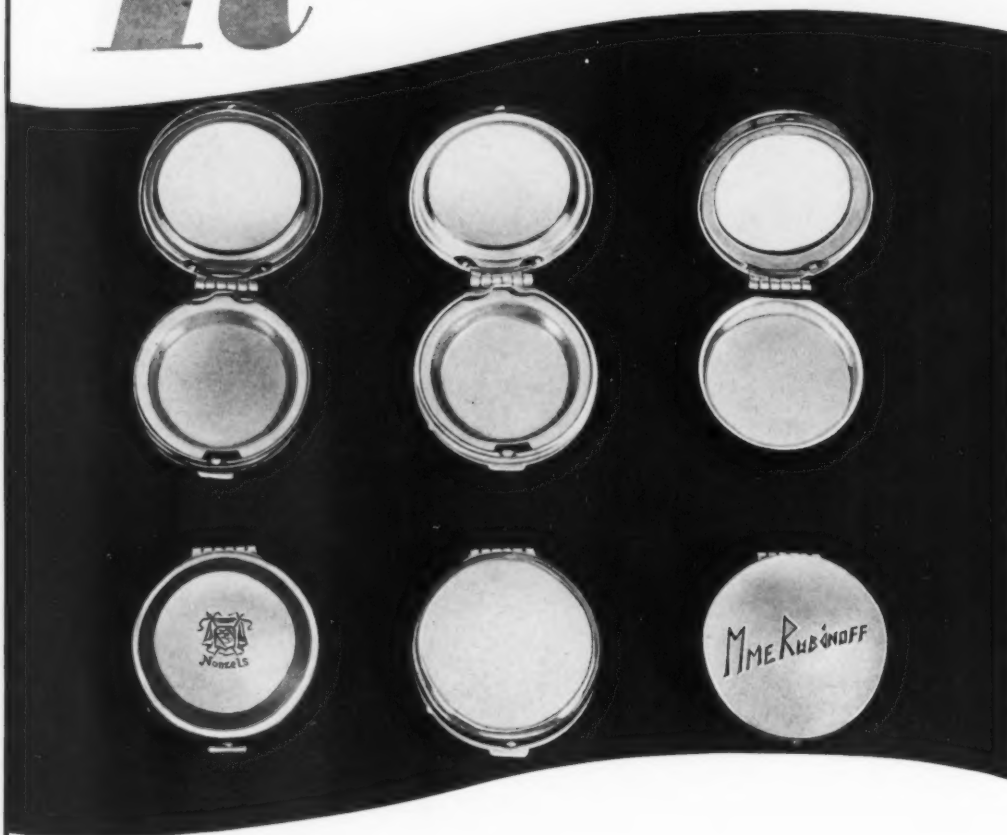
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PERFUMER

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There is no finer cosmetic container than a Karl Voss box.

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There is no finer cosmetic container than a Karl Voss box.

There is no finer cosmetic

KARL VOSS CORPORATION
Division of Shoup-Owens, Inc. NEW JERSEY

HOBOKEN





In which the Publisher comments briefly on some of the important news events of the day and other things that interest him.

WILL LABOR LOSE OUT?

Mass psychology is a curious thing. It does not stay put. Leaders sway the trend of public opinions at times to a startling extreme, before horse-sense begins to function and some idols fall.

Witness the labor developments of late. The public, generally, was with labor. Now, that same public is irritated by labor; and the swing is started to effect proper control of labor. It will come.

Manufacturers and business generally do not object to bargaining—if it's two-sided bargaining; nor to legal protection of workers' rights, if they, the employers, are likewise protected.

Then, too, recent labor tactics have sharply challenged the straight constitutional right of a worker to work and his further constitutional right to be protected from coercion and intimidation.

Another constitutional guarantee is involved—the protection of property rights.

And biggest of all—are courts and orderly legal processes to be overridden by the mobs at will? Are we to be governed by law or force?

These are fundamental things which late labor disturbances have thrust into the lime-light. They will not down. Labor raised them.

Possibly people require raw drama to set in motion corrective measures. All that is lacking is a shift in the public psychology which seems to be in the making.

Too much headlong haste even in a good cause can break the cause.

SENSIBLE HOLIDAY IDEA

To date our observation of new lines in preparation for Christmas trade shows a trend which is, we believe, sounder merchandising than in past years.

Usually the Christmas markings

and trapping are so integral a part of the package that it is debarred from after-Christmas sale.

This is unnecessary—and often results in heavy returns after Christmas.

Regular merchandise can be so designed that the Christmas "spirit" can be strikingly exemplified—and after Christmas removed.

That's sound sense.

And this year, it is the trend.

SMART (?) COMPETITION

Looking over several department store windows in a nearby city, we found certain signs of the Robinson-Patman Act silently in action.

Regular sized bottles of well-known brands of sun tan lotions and other prominent cosmetic products with price cards.

In the same window were large bottles of private brand (store sponsored) sun tan lotions and other prominent cosmetic products—without price cards.

It was obvious that the store-sponsored products got the jump in display—large, generous, but rather plain bottles.

No price on them in most cases—which was peculiar. They stopped at size comparison.

IMPROVING DISPLAYS

Strolling through stores, one picks up an impression of a jarring note. Something seems to be wrong with the perfume and cosmetic displays.

There is no wish to be critical; but so often a beautiful product suffers. It is not the package itself, apparently, but the display as a whole lacks class—or something.

Sometimes a truly beautiful product appealing in lines, proportion, and quality characteristics is shown with either a garrish display card or one which somehow overshadows or clouds the product. It would seem

that the display idea or conception was worked out first as the big thing and the package just inserted as an afterthought. The package, upon which has been expended so much in the way of thoughtful design and creative ability to produce an appealing article, should occupy top flight attention in the window; and the accompanying display set or material should supplement and further embellish a product rather than detract from it. That's how it seems.

Perhaps there is too much straining for cleverness in the display at the expense of the product itself.

THE FUTURE MARKET

A solemn little pickaninny was sitting on the curb in upper Manhattan, with a bit of mirror in one hand and a broken lipstick in the other.

She was surrounded by a bevy of admiring contemporaries, all with silent awesome faces.

Gravely she worked—and held back the glass to look—then a little more touching up, and the deed was done. The glass and lipstick returned to a tiny pocket.

She swept the group with a superior glance—and minced across the sidewalk.

Verily, the cosmetic market is broadening!

BETTER GRASSE TRADE

Apparently industrial conditions in European markets are improving. To be sure, labor is getting more money in Grasse. But agitation is giving way to contentment. Better prices were due. The level of the franc is lower but that has its accompanying compensations, temporarily at least. A more settled condition gives incentive to manufacturers of raw materials and spurs activity. Assurance of smooth flow tends to improve conditions in this country.



OLD ENGLISH: Picking lavender in a picturesque English setting for use in Yardley beauty preparations. An article on English lavender by J. H. Seager, M. Sc., chemist for Yardley & Co., Ltd., appears on page 55

TRADE MEASURES LOST IN CONGRESSIONAL HASTE

WASHINGTON, August 5.—Washington is hot in the Summer. Couple natural heat with the vigorous debates of Senators and Representatives on the Supreme Court issue and add a liberal dash of political necessity, and you have the reason why Congress is anxious to get away from Washington and return to its respective homes. So pressure for adjournment has become acute at the Capital and a large part of the Administration program for the year will without doubt go by the boards.

The five point Administration agenda which includes the wage and hours bill, plugging tax loopholes, housing and other matters seems likely to go over until the next session. Some observers feel that Congress will adjourn or recess to be called back, possibly in October, after the hot weather is past. Best informed opinion, however, is to the effect that the adjournment will carry through until the next regularly scheduled session in January. Adjournment is now predicted for about mid-August, but these reports are generally somewhat optimistic. However, Congress is expected to have departed before the end of the month.

No Food and Drug Bill

Hanging in the air at the end of the session are likely to be the matters in which cosmetic manufacturers are most inter-

ested. Food and Drug legislation is definitely out for the session. There is not the slightest possibility that a revised House version of the Copeland Bill or a new House bill bearing a different name can be brought to a vote in both houses and through conference before the end of the session.

Thus the Food and Drug situation will remain as it was at the start of the present Congress with this important exception. It seems likely that the fate of the Copeland Bill this year will mean that an entirely different bill under different, and perhaps more favorable auspices, will emerge next year. Mr. Roosevelt is known to be in favor of a new bill. He is known to be definitely against the Copeland bill which he considers as weakening of the present law. It is the President's purpose to have the law strengthened instead of weakened.

Price Maintenance Bill

An amended price maintenance bill, minus the "horizontal agreement" section, said to be the reason for the President's former opposition to the measure, has been passed as a rider to the District of Columbia appropriations measure. It is believed that this will be signed by Mr. Roosevelt because of the urgency of the bill to which it is attached. The bill has had a stormy career through the Congress and,

while still favored by powerful groups, it is felt that manufacturers have to some extent lost interest in it.

The tax situation, insofar as the excise taxes are concerned remains as it was. The taxes have been re-enacted for two more years but there is promise of a general overhauling and revision of the entire tax structure during 1938. Should this be carried through, there is excellent chance that not only the cosmetic tax but the other nuisance taxes as well will be removed and a new and sounder program of revenue legislation enacted. The character of tax revision, however, depends as always upon political as well as economic considerations. Hence, industries affected by the excise taxes are already laying plans for the proper sort of pressure upon the Congress when the matter finally comes up.

F.T.C. Is Busy

The work of the Federal Trade Commission will be increased under laws passed this session. Not only the Robinson-Patman enactment, enforcement of which has kept the commission unusually busy during the last year but provisions which enable the commission to act of its own moment and without formal complaint by an injured party, together with the fact that actual damage to a competitor need no longer be proven,—all will mean a heavy

docket and perhaps not too rapid progress on pending cases during the next few months. Pressure on the Commission for decision of cases and for some decision on the pending trade practice rules, has merely resulted in reports that these matters will be handled as rapidly as the Commission can get around to them. Its docket at the moment is completely filled for some time ahead.

What the fate of the remainder of the legislative program will be, no one at this moment can tell. Much depends upon how strong adjournment pressure becomes, or, conversely, how stiff Administration pressure for the various measures is and how much the individual Congressman dares to displease the Administration, with an election coming in 1938. The situation is mixed with political cross currents, which make any forward look, a doubtful and dangerous procedure.



A most unusual and intensive sales promotion campaign will be launched by Mme. Schiaparelli in introducing her new "Shocking" perfume, shown above. The package is a replica in miniature of a dressmaker's dummy—wax flowers and tape measure typifying high fashion. In order to publicize the name, there will be tie-ups with dramatic clothes, arresting personalities, amusing plays and sophisticated revues, all of which will be described as "shocking". Not only will the quality and merit of "Shocking" be stressed, but an entire background will be created for it.

the Old Man with



Dear Friend and Editor: During that hot spell it was no use to fish. The bass dived deep into their pools and no lures, however attractive, could bring them forth. Bass are not greatly unlike cosmetic consumers. They take the queerest notions, and refuse even the most delightful lures, for any reason or no reason.

During the hot spell, I sat in that room with the stone walls and floor. You remember it, I'm sure. I moved in a radio and just sat. And for the first time in many months I listened to the radio. It is not greatly different from what it was last Winter and your many friends in the cosmetic industry are casting just the same lures as they did when fishing through the ice in January.

Almost anyone knows that fish will not rise to Winter lures in August. Perhaps cosmetic customers will. I wouldn't know about that.

Lures for bass haven't changed much since I was a lad in the eighteenth century and my grandfather said then that they hadn't changed in a generation. Wondering, as I sat, whether cosmetic lures had changed in that time, I dug into my memory and my library and found much of interest.

One gem from the year 1600 said: "Amongst so many famous persons that have applied themselves to study the so necessary art, is a lady, well known and reputed among the gentry, who has studied for the space of above forty years, and has performed many wonderful cures in France and elsewhere." I had no idea that the lady was so old. I saw her ad only last week and she still casts the same lure.

Radio and ancient handbill continued in chorus: "This lady beautifies without any paint . . . so as to live without any sickness, but

on the contrary, always strong and healthy. Let everyone then, consider that such a person as this lady is, is a Pearl and a Treasure, for she works almost night and day for the good of mankind."

"I therefore, that women might be pleasing to their husbands, and that they might not be offended at their deformities and turn to others, do commend unto you the virtue of an eminent and highly approved 'Balsamic Essence', with several other incomparable cosmetics. This takes away the broadest freckle, be they ever so long standing, wrinkles, tan, sunburn, or yellowness in thirty days and render the skin plump, soft, fair, bright, smooth and of lovely color. The aged it makes to appear young and fair, preserves the beauty to their lives' end." So read another seventeenth century advertisement and so blared my 1937 radio.

"You might also have Night masks and Forehead pieces . . ." continues our ancient advertiser. These "modern" inventions were strips or pieces of soft leather or linen, impregnated with a mixture of spermaceti, waxes and oil, Linseed oil, if you please! No doubt vitamin F without anyone knowing it. They were no worse than some of today's masks, and probably no better.

Mr. Editor, so it continued through the day and into the evening. I must have dozed off under its influence for waking suddenly, I heard a radio voice declare, "'Tain't funny, McGee!" Mr. Editor, that's one announcement I believed!

FREEGIFT PATCHIN.

The American Perfumer

Oil of English Lavender

A study of the characteristics of English lavender oil has been prepared by **J. H. SEAGER, M. SC.**, Chief Chemist to Yardley & Co., Ltd., London. It is an extremely valuable contribution to the literature on lavender oils of various types.

INASMUCH as there are very few recorded figures of the analyses of oil of English lavender, it is thought that the following tables will be of interest to analytical chemists.

Tables one and two show the results obtained for the "Old English" and "Giant Blue" varieties during the past four years, and table three gives some figures for sundry oils distilled during 1936. Many of the oils were distilled under the personal direction of my colleague W. A. Poucher, and in some instances the writer also was present.

Samples of the oils were taken at ten minute intervals during the distillation, but the percentage yield during these intervals varied so much from day to day, as shown in table four, that the analyses of these fractions was of little value.

The total alcohols were determined by the acetoformic anhydride method of Glichitch. This method has always been found very satisfactory. We also determined the free primary and secondary alcohols by

Verley and Bolsing method and found for the "Old English" variety from 7% to 9% alcohols and up to 1% for the "Giant Blue" variety. In both cases the alcohols were calculated as borneol. Citronellol was also estimated by the hot formic acid method and in not one of the oils was it found to be present in determinable quantities.

It is interesting to note that cineol is present only in the "Giant Blue" variety and then only in quite small amounts. The presence of cineol was determined by the acid potassium ferrocyanide method. In all but the

"Giant Blue" variety no crystals were formed, whereas when 1% cineol was added to the oil a solid mass of crystals was immediately produced.

It is our intention to examine more exhaustively the constituents of oil of English lavender. Meanwhile the writer wishes to thank W. A. Poucher, Ph.C., for his collaboration in securing these specimens and E. Brown, B.Sc., who has performed many of the analyses. This work has been carried out in the Laboratories of Messrs. Yardley & Co., Ltd., London, E.15.

TABLE I

Oil of English Lavender "Old English" Variety

Year	Specific Gravity	Refractive Index	Optical Rotation	Acid Value	% Esters Calculated as Linalyl Acetate	Uncombined Alcohols (as Linalol)	Cineol
1933	.8962*	1.4682	-5.2	.45	14.5	56.7	Nil
1934	.8918*	1.4674	-3.7	.45	14.9	55.1	Nil
1935	.8887	1.4671	-3.8	.65	10.4	50.5	Nil
1936	.8841	1.4673	-5.3	.66	15.8	52.9	Nil

TABLE II

Oil of English Lavender "Giant Blue" Variety

Year	Specific Gravity	Refractive Index	Optical Rotation	Acid Value	% Esters Calculated as Linalyl Acetate	Uncombined Alcohols (as Linalol)	Cineol
1933	.8963*	1.4680	-9.4	.55	13.0	55.4	Present estimated at under 2%
1934	.8877*	1.4666	-10.1	.6	11.7	56.2	"
1935	.8852	1.4668	-10.0	.55	10.1	57.8	"
1936	.8809	1.4670	-12.0	.5	11.5	50.7	"

* These figures were obtained after the oil had aged.

TABLE III

Oil of English Lavender—Various 1936 Oils

Variety	Specific Gravity	Refractive Index	Optical Rotation	Acid Value	% Esters Calculated as Linalyl Acetate	Uncombined Alcohols (as Linalol)	Cineol
Giant Blue on sandy soil	.8819	1.4661	-11.6	.55	10.9	53.5	Present estimated at under 2%
Giant Blue average crop	.8809	1.4670	-12.0	.5	11.5	50.7	"
Old English average crop	.8841	1.4673	-5.3	.66	15.8	52.9	Nil
Folgate	.8746	1.4707	-2.9	.6	23.1	42.3	Nil
Munsteads dwarf	.8865	1.4652	-7.6	1.4	22.9	51.6	Nil

TABLE IV

Second Day's Distillation	Seventh Day's Distillation	Tenth Day's Distillation	Ten Minute Interval
41.75%	19.80%	31.15%	First
40.65%	38.55%	50.80%	Second
8.80%	25.00%	13.10%	Third
8.80%	16.65%	4.95%	Fourth
100.00%	100.00%	100.00%	

August, 1937



Shampoos and shampooing

FLORENCE E. WALL, well known consultant of New York, has long enjoyed a high reputation as an expert on the hair and on hair preparations. Miss Wall has consented to prepare several articles for *The Perfumer* on this important subject. The first on shampoos and shampooing is presented here. Later articles will cover waving, coloring and other subjects related to the general topic of care of the hair.—EDITOR.

"A WOMAN'S hair is her crowning glory"—only if it glorifies! No matter what else is done to it, the real beauty of any head of hair is in its shining cleanliness.

The success of a shampoo depends equally on good materials and "know-how." It would seem that promotion of good shampoos and proper shampooing has not been done so intelligently as it might be. Ballyhoo about the purity of materials, or the addition of some "precious (or priceless) ingredient" may be all very well, but it throws the emphasis in the wrong place. The average consumer is less interested in "What is in it?" than in "What will it do?" Treating shampoos (and other cosmetics) as "toilet goods"—merely things to be sold in a certain department—tends to minimize the importance of the thing that all these things signify—beauty, or at least the means of making one's self a little better looking. Especially with shampoos, there is room for quantities of sound consumer education, and any number of good talking points in favor of well-compounded shampoos, properly used, as against such make-shifts as washing powders, laundry soaps, and what-not.

The soap manufacturers like to recommend their products for everything from gray hair to corns. All

right; but if they want to encourage the use of cake soap for shampooing, they should tell consumers how to prepare it for most efficient and most satisfactory use. A surprising number of persons have no idea of it; and that applies to persons in beauty shops, as well as in homes.

Merely swishing a cake of soap over the hair will work, of course, but far better results are obtainable if the soap is shaved down and made into a jelly or a concentrated solution with boiling water. If it is to be stored for future use as required, it is well to keep the solution about twice as concentrated as desired for the actual shampooing, so that it may be diluted with a little more hot water as it is applied. The trick is never to boil soap, but in many pots, soap solution boils merrily on, thus insuring—in both beauty shops and homes—a nice shampoo with hydrolyzed free alkali.

Soaps "Too Strong"?

Such lack of foresight breeds complaints that "Such-and-such a soap is too strong for my hair. It made it red." Complaints of this kind are bad enough when only the shampoo itself is concerned. They may bring injustices upon a product which, of itself, is perfectly good to use; and they undoubtedly

cause a falling-off in sales through well-intentioned, adverse gossip. All too frequently, however, the shampoo is but a preliminary for some other treatment. The discoloration is often not noticed until after the second operation—perhaps a scalp treatment or hair coloring—and then, invariably "the last thing that goes on the hair gets the blame."

Possibly in the desire to imply economy in use, some prepared shampoos are sold with the promise that "one to two teaspoonfuls" are sufficient for a shampoo. After reading that on a label, anyone might well be discouraged when four ounces must be used, and the hair is still not clean. It may have been all right in laboratory tests or on a few heads, but such optimistic directions failed to take into consideration the water supply. In hard water districts, for instance, much more soap is required than elsewhere. If sufficient is not used, the dirt and soap-scum remain on the hair. Repeated rinsing will never remove it; but one more soaping might. Such discrepancies—one-half ounce in promise, four ounces in fulfillment—can easily shake confidence in the desirability of using prepared shampoos. But better directions for use under various conditions could help to restore it.

Over a period of time, more in-

quiries were received as to the kind of shampoo to use than about any other type of hair preparation. To the commentary, "My doctor says—" the usual remark was, "Ask him why!" Next to one well known proprietary brand, most of the physicians had recommended "just plain Castile soap," whether for an irritated scalp, the baby's skin, or whatever. This blind belief in the merits of Castile soap is simply pathetic. Most of the inquirers mentioned above did not know—and possibly many physicians do not yet know—that "Castile" is now shorn of any significance it once implied and is only a trade catch-word. "Doctors recommend—" may be considered the last word on many things, but when it comes to soaps the basis of the recommendation may well be asked. Is it some analysis that they themselves have made or purchased elsewhere? When they say "just plain Castile soap," do they mean "just any nice white soap"? or a soap actually made of olive oil?

Question of Lather

In the "beauty trade" as well as among home users, the principal objections to olive oil soaps are that they are relatively expensive, and they do not lather freely. Since the effect of soap lather is psychological rather than physical or chemical, it seems odd that olive oil soaps and shampoos are not merchandised with more emphasis on this fact. Some manufacturers do make an effort to overcome these objections by instructions to operators; but there is room for much more on the correct and most economical way of using this very valuable soap.

Because of their fine lathering property, coconut oil soaps have long enjoyed an advantage over olive oil soaps. Suggestion being the powerful force it is, many persons firmly believe that the lathering is essential to the success of a shampoo, and this played up to the last word. In the meantime, the complaints about coconut oil shampoos continue to take a lot of explaining. These products have always been admitted (in scientific and technical literature) to be harsh on the scalp and hair. They make the hair fluffy (i.e., dry), which to an oily-haired person is just the effect desired; but this is not so good for the dry-haired

person. Time was when these terms implied something about the condition of the scalp. Nowadays, this is not necessarily so; because out of many scalps which hold their full quota of oil, grows hair that is not dry but *dried* from other causes.

Permanent waving, salt water bathing, and exposure to the sun dry the hair and may be the cause of dissatisfaction with a shampoo which had previously been entirely satisfactory. Falling off in sales may often be traced to using a good product on abused hair. Lacking any explanation, however, the disappointed consumer is likely to lay the unpleasant results to some change in the shampoo itself, and without any other reason be "off the soap for life." It seems too bad; but that is what has often happened.

The addition of glycerine has been considered now and then by shampoo manufacturers as the answer to the alleged drying effects of their products. Once, when the reason was asked, the reply was "Why, doctors always recommend glycerine for softening the skin." Medical omniscience, again! Nothing to it. Observation and experience have proved that the addition of glycerine simply increases the expense; the best that can be said of it is that it effects no improvement.

Two Shampoos Needed

No, the answer seems to be to have two shampoos—one for oily hair and one for dry (or dried) hair. And then sell them with pretty explicit directions for use, as well as instructions to salespeople as to who should and who should not use each kind, and when, and how.

The greatest curse on shampooing in this country—as in many others—is the hard water, mentioned before. This means the fairly general use of acid rinses and alkaline water softeners. To prevent the blame for discolored hair from falling on a perfectly good, blameless shampoo, it would be well to give out some simple instructions on correct methods of using these accessories to shampooing.

Where the water is fairly soft, there is no need for an acid rinse—whether vinegar or lemon juice, their acid equivalents, or other similar preparations.* Their only legitimate purpose is to remove the scum

left after shampooing with soap and hard water. Unnecessary use, or excessive use, of these preparations may give the hair a disagreeable bleached or streaked appearance, which, without adequate defense, may also be laid to the shampoo.

The chemical compounds used to soften water are also a common cause of discoloration, which may be blamed on a shampoo or some other treatment. Most of the trouble comes from using too much, in the mistaken notion that if one ounce is suggested, surely two ounces ought to be doubly beneficial. Again in self defense, the instructions for shampooing should cover the intelligent use of borax, soda, the various sodium phosphates, or whatever else is offered among these alleged aids to cleanliness. Water softening is a crying need in cosmetics-and-beautification, as in other industries. When we are truly civilized, perhaps whole city systems will install zeolites. Until then, chemical softening compounds can serve this legitimate purpose; but they should not be abused.

Dry shampoos of various kinds also cause plenty of trouble through ignorance of just what they are supposed to be and do. Devised to circumvent the bad effects of soap with hard water, the liquid dry cleaners do serve a good purpose in an emergency, such as illness or limited time. Trying to push these preparations merely on the strength of their being a "French" idea is not sufficient to balance their disadvantages. Benzine, naphtha, ether, carbon tetrachloride, isopropyl alcohol? What are they all but grease solvents, which extract every bit of available natural oil from the scalp, as well as remove superficial grease and dirt from the hair? Feature the advantages of these dry cleaners when they must be used as a necessity, but do not imply that they should be used regularly. As the first step in a program for the correction of an oily scalp condition, for instance, one of these fluids would be most effective. Why not be content with playing up the advantages, when, as, and if required, and spare disappointment from promiscuous use at any time by all and sundry?

The latest development in shampoos and shampooing is, of course, the so-called "soapless shampoos,"

* Colored rinses will be discussed in a later article.

which are now flooding the market. Any claim to the properties of an "oil treatment," as a "corrective for dry scalp" for this type of product are definitely deceptive. Considerable misunderstanding and heartbreak have been caused already through ignorance of what these preparations are supposed to be and do.

The sulfonated oil type (based on castor oil, olive oil, whatever), being a powerful detergent, strips all the natural oil from hair and scalp, along with the superficial dirt. Sulfonated castor oil is actually being used constantly to remove hair dyes, thereby producing very unpleasantly streaky hair; yet there is usually no warning published with such a product that it may discolor natural hair. The olive oil products are kinder to the color but none the less drying; and, sadly, none of these products lathers well. Four to five shampoos with a sulfonated-oil shampoo are usually sufficient to put most women "off them for life." The hair becomes dry, wiry, and unmanageable, and a permanent wave may be practically straightened out. All this is simply because the defatting property of these products—so valuable in the textile industry—becomes a liability when they are being used on living human hair.

The other type of "soapless" product, the sulfated lauryl compounds, are certainly enjoying a vogue, but, considering the casualties, they will probably go the way of the others, as more consumers learn what they do to the hair. Usually advertised as "not a soap, not an oil, no acid, no alkali, no alcohol—" no nothing, it seems, except the potent psychological effects of fine lather! When one of these products (although the idea was not new) was introduced a few years ago, many interesting exhibits were shown of what happens to this or that when washed with "ordinary soap" and that soapless product. All the hair shown was in dead switches, whereas the same comparative effects on living human hair, or samples freshly cut from the head, and especially after varying numbers of treatments, would have been of greater value. Time has shown, anyway. Women do not have to be told these sad truths; they learn for themselves, and usually at the expense of their time, money, and good will.

The worst thing about these new-

type shampoos is their effect on the hair in relation to other treatments to follow. Again, a virtue in the textile industry, the "wetting out" property, becomes a vice with hair, because it makes the hair more receptive to permanent wave lotions, bleach, or hair dye. As a result, the second process may be overdone. If these so-called "soapless shampoos" are to stay with us, it will mean working out new techniques for other processes, so that the time element will be better gauged. Something ought to be done toward better cooperation; or else!

Still another type of shampoo needs more intelligent merchandising—the products high in alcohol, whether tincture of green soap, or

some dilution or modification of it. The cold, clammy feeling on the scalp, but most of all the defatting effect on both scalp and hair, makes these high-alcohol shampoos objectionable to all but extremely oily-haired persons. Yet they are sold to everybody, and with various, optimistic claims.

It has often been said that "The greatest need in the cosmetic industry today is for sound public relations and better understanding." There are those who believe that understanding will come through the publication of contents on labels. A poor recipe becomes no better for being exposed, and when composed of new materials, not generally
(Continued on page 95)

EAVESDROPPING at the Counter

By FREDERIC S. BAILEY

[[One of my pet demonstrators at whose counter I sometimes loiter for an earful of eavesdroppings was in a good, raging temper this morning. She had just turned away, so she told me, the third irate customer who wanted to buy refill sizes for the expensive traveling kit the line had sponsored last summer. These sensible ladies had taken inventory of their traveling accessories and trekked out to buy fresh supplies for their cases against coming week-ends and vacations. "Why, in the name of heaven," moaned the sales girl, "didn't the Company send around a supply of the refills and advertise them to the public." "The Company, it would appear," I suggested, "considers it is time for the public to buy their new traveling case containers." "Yeah," she responded with disgust, "but women who buy high priced merchandise have sense enough not to discard it so easily. They want refills. And all I could do was to tell 'em to dish the stuff out of regular sizes into the refills. They'll do it, too, but I could have made sales on the refills." "Or," I suggested, "let the Company make up its traveling cases with their smallest size standard products." But even this suggestion didn't console the disgruntled demonstrator for companies

have a way of not getting around to demonstrator's needs until it's too late!

[[It was one of those hot sticky days when the stores are a haven of coolness even for customers. One of them was handling some bottles of cologne, toilet water, etc., and asking questions. "What is the difference," I heard her say, "between eau de cologne and toilet water and this business you call infusion." The sales girl had learned her little piece and proceeded to recite it. "A toilet water is more highly perfumed than a cologne and an infusion is heavier than a cologne but not as heavy as a toilet water." ("So what!", I wanted to say, but I kept quiet). Finally the customer drifted on without purchasing. When will manufacturers give demonstrators enough of the right kind of information to answer people's questions completely? What did the customer really want to know? Probably it would have come out if the girl had asked her how she wanted to use it, for its odor, its refreshing effect, for spraying on lingerie or—just what? Most sales girls don't know yet the real difference between the three products and I wonder if they ever will!

SPECIAL

RECOGNITION

We are proud to do honor this month to Coty's new "Encores in Emeraude." The popularity of this odor has led to the adoption of an entirely new package which reflects the richness and charm of the fragrance. Deep brilliant colors are embodied in the design, which is used for a complete series of products, including perfume, in five sizes, face powder, talc, dusting powder, bath soaps, sachet, brillantine and soap.



LELONG: The new "Travel Pac" eau de colognes are appropriately packed in a steamer trunk box, gayly designed in gold, red and blue. The smart flask-like bottle has a shaker-top with gold metal cap and gold labels printed in black. This cologne comes in four odors and is in the popular price field.

SAINT ANGE: This well-known Paris specialist in cosmetics has produced a new vanishing cream by the curious but appropriate name of "Dissolfard." It is claimed not merely to absorb, but to dissolve the cosmetics from the face. It is packed in a spherical jar of black glass, with a screw cap of ivory plastic. The same material forms the characters of the name fixed to the side of the jar.



GOLDEN PEACOCK: (Right) A convenient and interesting container has been selected by this company for its "Norris" brillantine. The safety grip on the curved sides prevents the bottle from slipping and yet gives the container an attractive appearance. Bottles from Hazel-Atlas Glass Co.

INA DE CRIS: (Left) Here is an attractive beach and travel kit which contains tissue cream, cleansing cream, velvet cream, suntan oil, and tissues, and still is large enough to hold a few cosmetic items as well. The kit is made of brown silk moire lined with peach rubberized material. The beige opal jars and bottles have embossed cellophane labels.



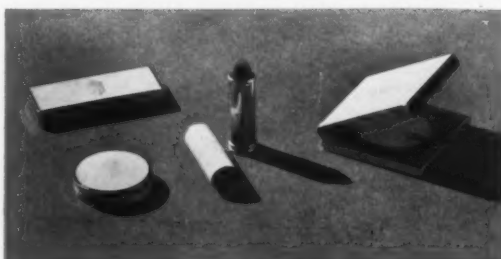


MECCA SALES: Attractive brown jugs have been adopted by this company for its pine bath and bath oil. These jugs are equipped with a cork finish pouring lip to prevent the oil from dribbling down the side when it is poured, and are sealed with embossed-top corks, supplied by Armstrong Cork Products Co.

VARADY OF VIENNA: Attractive and modernistic containers have been adopted for "Oil of Youth" in four different sizes. The caps are made of orchid "Lustral" molded material, and the simple square labels add an effective note to the package. Bottles and caps from Owens-Illinois Glass Co.



BONNE BELL: New containers are now being offered by this company for its line of cosmetics. The cases are of cream metal edged in gold, with the Bonne Bell crest engraved on the cover. The compact contains both rouge and loose powder and the back is plain to provide space for initials. These preparations are offered in five new shades.



AIR CONDITIONING TEXTILES: The words "air conditioning" are now synonymous with Summer comfort, and this company has given this name to its new soap, which is claimed to reduce body temperature, reduce humidity by evaporation and eliminate perspiration objections. Six cakes of soap are packed in a box, with an appropriate drawing on the cover.



MAISON JEURELLE-SEVENTEEN: This company has re-packaged its lipstick to conform with the packaging design of its other "Seventeen" preparations. The container is a nickel-plated swivel case, its surface inscribed with scattered blue and pink "17" numerals. This lipstick is available in seven popular shades.

1 PRO-PHY-LAC-TIC: This company is offering a new tooth powder and a new tooth brush in a container, which makes it an ideal item for traveling. When not in use, the brush unscrews and is put into the handle, which then serves as a container. Both the brush heads and cases come in a wide variety of colors. The powder comes in an orange and black metal container, with the "Pro-phy-lac-tic" label in red.

2 GANNNA WALSKA: "him" is the name of a delightful new perfume just created by this company. It comes in a glass-stoppered bottle attractively encased in a smart black and white box with drop front.

5 DELLETTREZ: "Creme Vivacite" is a new beauty mask especially created for Summer use. It is a sea-green foamy cream with a peppermint scent, which is both cooling and refreshing, and may be used any time during the day for a quick "pick-up" treatment. It is packaged in an opal jar with silver metal cap and silver label printed in maroon.

4 DE MUIR: This company is featuring a new cleansing pad made of a very thin flannel-like material, saturated with a chemical which has both cleansing and beautifying properties. These pads are packaged in black plastic containers, with a swirled base and screw top, on which is etched the firm name and its distinctive silhouette.

5 JAQUET: This company is featuring a new shade of lipstick and creme rouge called "Tawny," a deep shade with a slight suggestion of brown, especially effective with tanned complexions. The lipstick case is of cream metal with gold bands and lettering.

6 HARPER METHOD: Cleansing and tissue creams for the care of the skin have been specially packaged for travellers in smart matching tubes designed by Frederick S. Grover, industrial designer of Rochester, N. Y. The design on the tube is printed in gray, with a blue-gray band around the top.

7 ANGELA VARONA: "Dark" for daytime, and "Vivid" for evening, are two new shades of lipstick offered by this company. The cases are available in either glossy black or bright red, with gold bands.



Paris Retrieves the Golden Apple

by RUTH HOOPER LARISSON,
Cosmetic Consultant and Package
Designer



SOMEHOW the whole world's been under the impression that glamor and sex appeal are woman's first prerogative, inherited, in fact, from the balmy days of Eden. So much so, that advertisers have slapped it on by brush and penful every time they sought her attention in bartering their toiletries and cosmetics.

They cajoled her about youth, tickled her glamor fancy, emoted in tune with her palpitating heart by offering handfuls of extravagant adjectives about her charm, beauty, loveliness, pointedly insinuated sex appeal, hinted at her mystery, exhausting one dictionary after another finally rounding up encyclopedias and thesauri for her benefit.

But now advertisers to women are getting hardboiled, terse, matter-of-fact, common sense, scientific and practical—oh so practical! They sound like Yankee traders writing Tiffany copy. They give reason why appeal, educational stuff; all of it chatter which only her mind can grasp leaving her emotions footloose to loiter elsewhere.

But take a look at the other side of the picture if you please! There lay those untenanted adjectives, fancy verbs, breath-taking adverbs, yards

of inuendos and just mountains and mountains of sex appeal dormant in the copywriter's desk. *Something* had to be done about it. . . . there was plenty of wear in them yet. . . . too much good material going to waste. Surely it's reasonable to assume that the poor male copywriters, slinging the la-de-da stuff at women so long, were finally falling for it themselves. . . . then came the dawn! Advertisers turned it loose; lock, stock and barrel (double barrel) into precious space previously reserved for two-fisted, hard-hitting, he-man advertising! Have you noticed the results? They certainly make your head spin! Or is it just one more indication that men of the twentieth century are getting soft, wishy washy, and likely to break out in Duncan dancing or whatnot any minute!

I suppose turn-about's fair play in advertising as well as in anything else and I admit I'm drawing a sigh of relief since the smothering sweetness has retired from feminine advertising, but I just can't get use to this new angle of Paris snatching back the golden apple from Venus. I suppose he feared she'd throw it away—beyond retrieve—if he didn't do something about it.

Don't get me wrong—this new

disease isn't universal yet! There are actually still plenty of he-man advertisements extant and you probably won't need to start collecting them as relics of a past civilization for quite some time yet. And there are still some very feminine ads. For instance, it's like old home week to me when Guerlain says, "The lipstick of your dreams." I had almost begun to think us gals wouldn't even be allowed dreams any more! And as for sex appeal; well I don't mind sharing it with the boys but I just don't like the idea of being sold out completely!

Hold your breath and jump quickly; the water is deep but not too cold in this spot. A cream deodorant says to women, "This is the smart busy woman's way of being always fresh and dainty."

Smart busy women have become slightly standard. No matter what your vocation from housewife to queen, the title is supposed to be appreciated. In another ad the same cream says "In spite of her daily bath she's an underarm victim. . . . Mum has been awarded the Textile Approval Seal of the American Institute of Laundering." No more losing the boy friend copy, no more best friends won't tell you. Hard,

cold facts. No flourishes. No subtle hints. No just-imagine appeal.

Well, that isn't so bad after all but take a look at this one. Here's how the same cream writes ads for men. "I danced with him in 1932 and— . . . If you slip *just once* in this matter of perspiration aura, you may be stamped forever after as a black-sheep. People are sometimes cruel about this . . ." and in another ad; "I sensed you played tennis today. Don't bring that athletic aura indoors. . . Millions of men have gone Mumwise" and listen to *this*: "Mum is a pleasant, inviting, fragrant cream . . . It's fun to use—not a hardship." I can just picture the men at the Union Club all agog over this nice fragrant cream, telling each other how much fun they have using it and focusing their periscopes about to detect the auras of those black-sheep men not yet gathered in by Mum Salve-A-Shun!

I hope you've gotten your second wind because we're settling down to a long half mile swim through what have always been considered uncharted seas. Please do keep your sense of direction. This one is priceless! Lifebouy Soap has a comic strip of the boss mourning the loss of his secretary. His young assistant tells him she left because he had "B.O." He takes the tip; uses Lifebouy. Back she comes. The last caption reads; "B.O. gone—Romance flourishes." Now then, you fellows take warning! If your pet secretary leaves, try Lifebouy! If *that* isn't sex-appeal there just aren't any birds and flowers.

Lux soap tells women in simple unadorned text "Better than a beauty nap" and as an after thought "protects daintiness, too." Another soap gets deadly scientific for the ladies' benefit and tells all about its Vitamin D. The

ladies, poor dears, are getting hideously scientific themselves, even to the point of learning how many threads of cotton to an inch of bedsheets! (they probably lie awake night calculating the number of yards of thread it takes to tuck them in so nice and cosy). Another soap says "Vital to beauty. Science shows why women are right when they say Ivory soap agrees best with my skin." And yet one other ad tells its story so tersely you might think it was chiseled out of marble;

"A Dynasty in Soap. Six generations have gone by and six generations of Gibbs have built up and improved the art and business of making a fine soap since Alexander Gibbs founded the house of Gibbs in 1712. Once, only a choosy few of the notables of Queen Anne's court used it. Today, lovely ladies in every civilized country use Gibbs Cold Cream Soap." and "lovely" is the *only* adjective the ladies get! But the next time the ad appears "Ladies" may be spelt "Laddies."

While we're still in a lather over soap we might see how shaving creams et al. are making out. Barbasol says, with a picture of a young and comely wench taking up half the ad; "I could go for you, Old Fellow, if you had a Barbasol Face." Did I hear you suggest this might possibly be considered sex appeal? Mennen tells men "kills face shine and makes your skin look smoother, younger." Youth appeal creeps in at this point we find. But the youth appeal payoff comes with a hair tonic ad. "When he checks his hat he checks his youth. . . do you ever quail in front of the mirror when you think how you'll



Union Club



Learning how many threads of cotton to an inch of bedsheets!

look to the ladies in another year or so?" Ain't that somethin'!

Here's Colgate's tooth paste going positively racy with a sweet little comic strip of the nice young lady giving the officer a ticket (man bites dog slant, you know). The ticket tells him about bad breath. (I wonder, had he held her up before?) And then the day comes when he thanks her for the kind advice and says "It sure fixed things up between me and my girl." I just wonder what would happen if every lady who gets a ticket handed one back to the officer! Wouldn't that be cute? It might lead to a manual for the police force called "Ticket your Ladies with Sex Appeal."

As a matter of fact these ads aren't nearly so subtle as the sex appeal ads to women used to be. They are out-

spoken and breezy and quite to the point, but one never knows what they may lead to. Old ladies homes will stop accepting free magazines if this kind of advertising continues. It might get them so excited they'd use up a year's supply of sleeping pills in a week!

Speaking of ladies, how do you like this for simplicity; "Does more than clean your skin—it invigorates the skin." Or this; "This Germ-free cold cream helps guard from blemish, dryness . . . now contains Vitamin D to aid Skin Breathing." No emotional appeal at all, you just can't get emotional over vitamin D or skin breathing. Pseudo-science again and how the ladies are lapping it up! Or this "A clean face is the secret of radiant
(Continued on page 44)

desiderata

by MAISON G. de NAVARRE

■ **NEW LANOLIN** Users of lanolin will be interested in learning that an American supplier has available an extra fine grade of cosmetic lanolin. It is light in color and with little odor. Product is not quite as tacky as some grades of lanolin. This simply means that your finished cream will not be so sticky, and will require less perfume to hide the lanolin odor. It is worthwhile investigating.

■ **"DRENE" SHAMPOO** Last month we got plenty of action from an answer to a query in the Q&A Department on a formula for this type of shampoo that it seems quite proper to talk about it here. In the first place, if you are really interested in this type of shampoo, you can't go about it right sans a copy of the *Wetting Agents Bulletin*, No. 2. Without this it is impossible to hand out the spiritual nuggets you are expecting. And you might better be told right now that the chemical substance used in "Drene" is not on the market for anyone making shampoo. So that material is out. What then? A nice tidy number of wetting agents described in the *Bulletin* are still available for

interested manufacturers. But they too are being rapidly tied up. So hurry! The *Bulletin* carries formulas for this type of shampoo as well as giving a description of wetting agents and their uses. Write for a copy on your business letterhead.

■ **BROMO ACID SOLVENT** Every lipstick manufacturer will be interested in learning about this new material. Tests show that it can completely dissolve several times the amount of bromo acid dissolved by castor oil and quite a few times more than butyl stearate. It is cheap in price, a thin fluid, pleasant odor, and exceptionally useful in good lipsticks. If you are a lipstick manufacturer, you cannot afford to pass up trying out the material in a few samples. It will surprise you, just as it has surprised several large lipstick makers.

■ **VITAMINS** With the Federal Trade Commission citing one of the makers and vendors of a vitaminized face cream, the cosmetic application of vitamins comes to a head. Particularly, after the T.G.A.'s Board of Standards report. In a way this is a good thing. For the makers of vita-

min creams will attack the problem in a scientific manner. And there is no reason why the suppliers should not rustle up some clinical evidence in this regard too. They profit from the sale of vitaminized materials, just as the cosmetic makers profit from the cosmetics. So, you vitaminizers, better get your heads together and DO something about it.

■ **UNSATURATES** The suppliers of unsaturates might be interested in the report of Brown, Hansen, McQuarrie and Burr. Human subjects on a diet *extremely low in fat* showed no significant change in physical condition after six months of study. Most subjects even had a marked absence of fatigue. Attacks of headache ceased after 6 weeks of this kind of diet. So what? Just this! The body requires, apparently, very little fat to maintain health.

■ **SUN TAN OILS** A common complaint coming from users of sun tan oils is that, the oil stains the bathing suits. Several people of my acquaintance say the same thing. Here is the trouble. Looking at one of the products that stained, it was found that two times as much dye was used to tint the oil a desired golden orange, than was required. How do we know it was two times as much? Easy. We diluted with mineral oil until the color seemed to change to a desirable one—but actually it didn't change the tint of the product much at all. Oil colors as you know, produce a certain maximum intensity, and all excess dye used simply produces staining without changing the tint much at all. This product could be diluted with equal parts of mineral oil and still possess a color practically the same as before.

■ **PARTICLE SIZE** The method of determining the particle size of pigments by measuring the transmission in the infra-red region of the spectrum, is described by Gamble & Barnett, in the *Industrial & Eng. Chemistry*. These workers find that the method is quick and has promise to become quantitative as well as qualitative. Colored materials sometimes interfere because of selective absorption of light. Testing face powder by this method may be a reality soon. It is certainly needed. Mesh size alone is not sufficient.



Do you use cosmetics, Mister?

by **DON COLLINS**

"DO you use cosmetics, Mister?"

Practically every man when asked this question emphatically explodes, "No!"

But upon cross-examining a sufficient number of men it was found that 91 out of a 100 use some preparation from the beauty laboratories. And on a general average use approximately 3 preparations per man.

Single men, married men, men in every walk of life. Executives, salesmen, office workers, professional men, the butcher, the baker, and the cop on the corner were questioned.

Of those asked—

40% use a Hair Tonic or Preparation
36% use a Lotion after shaving
35% use a Mouthwash
35% use a Powder after shaving
27% use a Deodorant
21% use a Hand Lotion
21% use a Sunburn Preventive
18% use a Body Powder
14% use Cold Cream on their lips
7% use Toilet Water, Cologne or Perfume
5% use White Lipstick

Strange as it may seem the majority of men state they purchase these beauty aids themselves. Of the men who use them, 63% claim they do their own buying (53% of this group are single men). Thirty-seven per cent say their toilet preparations are purchased by some feminine member of the family (80% of this group who depend on some one else to do their shopping are married men).

Of those questioned 38% are from twenty to thirty years old. Thirty-five per cent range from thirty to forty and 27% of the men were forty or over.

The youngsters between 20 and 30

are the leading users of toilet preparations while the men over forty lag far behind in their male polish. As users of body powder and deodorants the age group between 30 and 40 top their younger brothers by a very slight margin. But it is the new modern generation that can claim nearly all the courage that it takes to wield a white lipstick.

The break-down of hair preparations shown below gives a good idea how the questions were answered according to age groups.

Age 20-30	47½%
Age 30-40	32½%
Over 40	20%

This survey reveals that the male user of cosmetics strikes an average of 2.86 preparations per man. In a rough break-down by occupation, the professional men lead with an average of 3.21 per individual, and the outside salesmen follow in second place with a 3.10 average. Executives while equal to any other occupational group in the use of the old stand-bys such as hair-tonic, shaving powder and lotion act their age and keep away from the fancier preparations such as lipsticks and sun burn preventives. As a result of this aversion to the latest trends of the cosmetic industry, the executives dropped behind office workers and men of various trades with the not too low average of 2.23 preparations per man.

Twenty-seven per cent of all the men questioned use a deodorant but 41% over and above this group claim they fortify themselves against B. O. by the constant use of soap and

water. Only 32% of the men included in the survey are willing to admit no fear of offending by their own natural fragrance.

While preparations that guard against sunburn are a matter of complexion rather than age or profession, it is interesting to note that of the 21% who fear the heat rays of the sun only 11% use a sun tan oil.

In order to determine what advertising method is most effective in the male market all men questioned were asked what made them select the shaving soap or cream they are now using. The results of this question are as follows:

40% could give no reason for their choice.
13% admitted price was the determining factor.
10% said radio advertising lured them.
9% gave credit to magazine copy for their selection.
7% took advice from the person selling the product.
5% use electric razors.
16% claim they have scientifically or unscientifically investigated the market; unscientifically by a trial and error method, and scientifically by consulting *Consumers Research* reports or similar analysis.

The large percentage of male users of toilet preparations revealed by this survey certainly indicates that there is a definite man market for cosmetics and that the door is wide open for some progressive manufacturer to step through and profitably investigate further.

It is undoubtedly the copy used at present to promote the sale of cosmetics that brought forth this remark from one of the men interviewed. "The increasing use of cosmetics among men is one of the mani-

Percentage Tables of Cosmetic Users Among Men
of Various Ages and Occupations

AGE GROUPS		38%	35%	27%
	Total	20-30	30-40	40+
Preparation		%	%	%
Hair	40	50	37	33
Shaving Lotion	36	50	35	19
Shaving Powder	35	36	31	37
Mouth Wash	35	44	23	37
Deodorant	27	32	38	8
Hand Lotion	21	26	17	18
Sun Burn	21	24	29	8
Body Powder	18	15	25	14
Cold Cream	14	26	3	11
Colog. Per. & Toilet Water	7	5	5	11
Lip Stick	5	7	4	4
Non Users	9	7	2	18

OCCUPATIONAL GROUPS		15%	21%	18%	32%	14%
	Pro.	Sales	Exec.	Office	Other	%
Preparation	%	%	%	%	%	%
Hair	53	48	44	38	29	
Shaving Lotion	33	33	27	38	50	
Shaving Powder	33	33	27	38	43	
Mouth Wash	47	33	22	31	50	
Deodorant	33	24	27	34	7	
Hand Lotion	33	9	11	25	29	
Sun Burn	27	28	17	25	0	
Body Powder	13	28	17	12	21	
Cold Cream	7	19	6	12	29	
Colog. Per. & Toilet Water	7	13	6	3	7	
Lip Stick	13	5	6	3	0	
Non Users	13	9	5	9	7	

festations of effeminacy which has been gripping men of America harder and harder, men are becoming softer and softer."

Yet every man questioned was a real man and showed no outward lily-like tendencies. It is dubious that any of these men have aspirations

toward beauty or are moved by the beauty aid copy used by the majority of cosmetic advertisers.

These men are motivated by the desire for comfort and cleanliness and use toilet preparations only as a precaution against the ravages of the weather and the finger prints of dirt.

NEW COMPANIES

Cane Chemical Co., Inc., New York, chemicals, drugs, medicines, cosmetics, 1,000 shares preferred, 100 shares common, no par value. Filed by Continental Lawyers Albany Service, 305 Broadway, New York.

Illinois Bleach and Soap Co., 4252 W. Lake St., Chicago, Ill., soap, bleaches, dyes, etc., 250 shares par value common at \$10 per share. Incorporators: M. L. Lutinsky, J. Lutinsky, M. Henry. Filed by Samuel C. Horwitz, 10 S. La Salle St., Chicago, Ill.

James V. Griffith & Sons, 1419 N. Anderson St., Tacoma, Wash., perfume extracts, essential oils, aromatic chemicals, private brand cosmetics.

Coiffeur De Vogue, Ltd., Albany, N. Y., perfumes, cosmetics, 100 shares no par value. Filed by Har-

old Green, 60 E. 42nd St., New York.

Parfums Chevalier Grade, Inc., New York, cosmetics, 500 shares no par value. Filed by Edith Feuer, 320 Fifth Ave., New York.

Windsor Mfg. Co. Inc., New York, cosmetics, 200 shares no par value. Filed by Kamerman & Witkin, 1501 Broadway, New York.

Marlborough Sales Co. Inc., New York, cosmetics, 200 shares no par value. Filed by Kamerman & Witkin, 1501 Broadway, New York.

Prince Obelensky Parfumerie, Inc., New York, cosmetics, \$60,000. Filed by Abr. B. Hertz, 2 Lafayette St., New York.

COQ Beverage Corp., 42 Central Savings Bank Bldg., Baltimore, Md., extracts, 100,000 shares, \$1 par value Incorporators: Leon H. A. Pierson, Edward Pierson and R. E. Lee Young.

Paris Retrieves the Golden Apple

(Continued from page 42)

beauty" and then all about colloidal gold and as much of science as you want to concede. Here's an ad like a breath of fresh air. It announces a new product in a few words but tells you absolutely everything you ought to be told about any product new or old. Its so good I'm quoting practically the entire ad. "For cleansing, softening and refining the skin. Not a liquifying cream—not a cold cream, unique in its formula and texture. A perfect cream for any type of skin, but especially beneficial to fine grained and dry skins" Mental to the marrow! Back to science for this one "contains a vital, active principle of life that can be absorbed by the skin . . . two years of scientific tests by skin specialists . . . contains dihydroxyestrin, a special endocrine substance." How many women will know what *that* means—let alone pronounce it—I wonder. But they love it just the same! Then comes all about acid skin in another cream's campaign. "Help overcome acid skin." No glamor, no romance, almost no youth-appeal and no more sex appeal than an amoeba!

No! We have to turn back to the gentlemen's ads for tense emotions. Let's go—"Closes pores, helps prevent unsightly pimples, sore spots . . . conserves the natural moisture of your skin. Leaves your face clean, cool, refreshed." Or this; "A million men are chanting the praise of Listerine Tooth Paste." I suppose that's the voice of the American Legion but I wonder if they still sing the same old chorus of a by-gone day! Or this "Enhance the good looks of your hair" or "Headed the right way. All the world favors good looks." Men were always vain but after this they'll be wearing mirrors on their bill folds. And here's a dip into the luxury class. "It is true that Fougère Royale costs more per grooming than the common or garden variety of shaving soaps, lotions or tales. But aren't you willing to spend it to begin each day with the luxury of a King." Did you say *glamor*? . . .

Oh well, us gals will have to take another look in Pandora's Box. Maybe if we rummage around a bit we can find some new strictly feminine slants for advertising before the Androgynous Age comes in! (I'm chuckling with unholy glee.)

THE AMERICAN PERFUMER • COSMETICS • TOILET PREPARATIONS

S. L. MAYHAM, *Editor*

MARY L. GOODMAN, *Assistant Editor.*

FELIX J. BELAIR, JR., *Washington Bureau.*

REPEAL OF EXCISE TAX

With the excise tax re-enacted for another two years, there has been a distinct let down in the activities of the industry looking to repeal next year. Repeal can be accomplished if enough force of public opinion is exerted on its behalf. This means a long campaign of education. It must be started at once or repeal is likely to fail again next year.

* * *

THE industry failed in its effort to secure repeal of the burdensome excise tax on cosmetics this year. It failed, not because it did not put forth a truly valiant effort. A great deal of work on the tax was done during the Autumn and Winter. Methods used, too, were better than those of former years although there was still some tendency to put faith in attorneys and present briefs, which, experience has shown not to be a useful procedure.

The difficulty in the drive for repeal was largely in the timing. From the time when the tax was re-enacted early in 1936 until practically the end of the year, a period in which much good educational work might have been accomplished, nothing at all along these lines was done. In the early Spring of 1937, the Toilet Goods Association opened its drive to arouse women. It held meetings of beauty editors which failed largely because of poor timing. The general magazines for May and some for June were closed before the drive got under way. It enlisted the aid of women's organizations and secured the support of Mrs. W. D. Spurburg, head of legislative activities of this important group, but this came after the Winter club season was virtually at an end.

The steps, themselves, were quite the proper ones but the tax had practically been re-enacted before they were taken.

Since re-enactment of the tax for another two years, which took place in May, no real effort on behalf of the industry has been made. The drive has again been allowed to lapse. Perhaps this is due in part to announcement by the Administration of a general study and revision of the entire tax structure to take place at the next session of Congress. Perhaps it is due to a feeling of defeatism. Perhaps it is because of some lack of appreciation of the steps required to actually bring about repeal.

The industry should not put too much faith in the

proposed general tax revision program. It should not wait until Autumn as has been the counsel of some of those familiar with legislative processes. This is not a legislative job. It is an educational job to be done among women, who in the last analysis pay this tax. Is a year too long for the task of acquainting the women of the country with the size of this burden? Remember that a very small minority of them have ever heard that there was a tax on their toiletry purchases. They know nothing about it and they cannot be educated in a month or two after Congress is again in session.

We believe that the drive, started so well but, unfortunately, too late last Spring, should be continued and increased every week between now and the next session of Congress. It is not a drive on Congress. It is an educational campaign among women. The steps started with the beauty editors should be continued from week to week. Work through women's organizations should go on steadily and without let up. The beauty shops and other retailers of cosmetics should be enlisted so that their customers would become aware of the tax burden. We again renew our first suggestion, made two years ago, that the advertising, printed and by radio, of the entire industry might be used to call attention to the fact that a heavy and burdensome tax exists. No one has done that yet, but it would seem to be the single method best calculated to reach the greatest number. Why are manufacturers reluctant to adopt it?

This tax can be repealed easily enough at the next session of Congress. It is not too hard to convince legislators if a sufficient number of their constituents are pounding them on the subject. It is impossible to convince them by any other method. The industry cannot expect to educate these constituents by a last minute drive when a tax law is just ready to be brought to the floor of Congress. That has to be done in advance. It should be started now by every possible method and continued every week until the result is accomplished.

THE REVISED COPELAND BILL

A REVISION of the Copeland Food and Drugs Bill has been drafted by the sub-committee of the Commerce Committee of the House. It drops all references to advertising which are to be taken care of in the Lea Trade Commission measure. The cosmetic definition has been improved and is not objectionable in the new draft. However, the very objectionable injunction provisions remain in somewhat modified form and the discretionary clause regarding so-called "minor violations" about which the Secretary may write polite letters. The injunction procedure has no place in enforcement of a criminal statute and why any one should have absolute discretion as to what is a "major" and what a "minor" offense is more than we can see. This is still a bad bill. We want none of it!

the Pendulum

by Edna Colladay Pierce

STYLE TRENDS

MANY new and some adaptations of earlier style trends will be forthcoming this Fall. The emphasis upon drape in fabrics and the lower waist line silhouette is noteworthy. Thin woollens will be given an important place in daytime fabrics, crisp voile weaves, jerseys, cashmere twills and fabrics of the hop-sacking variety are included among these. As to colors, black, beige and gray will be seen for early Autumn wear and under coats and capes.

Incidentally, capes, popular in Spring and Summer street and evening costumes, will continue to be worn in the Autumn. They will be longer, and for daytime will be part of the ensemble, some with linings to match the shirt and blouse, when worn with suits, others of the same fabric as the dress worn beneath them, and either not lined at all, or with plain linings. Wool velour, plaids and tweeds are some of the fabrics to be used. They will be seen in both dressy and sports costumes. For evening wear the cape will continue to hold sway, and will be of the burnous type.

Speaking of the draped silhouette, Alix has always been noted for choosing fabrics which show her original ideas to advantage, and so not only wool jersey, but silk jersey will keep right on being the appropriate fabrics for this purpose in daytime frocks. Also, not only the sleek and sophisticated types of jerseys will be used, but a new and unusual one that has a dull, velvety finish.

Schiaparelli is using a cloky crepe, which is not the same type of this

fabric to which we are accustomed, but is much firmer, and come in a most interesting variety of weaves. There is also a heavy, sheer crepe with a satiny back that is destined to make draping history. In addition to those mentioned, such couturiers as Francesvramant, Maggy Rouff and Lanvin have definitely endorsed draped treatments, so you will see many expressions of this soft effect in women's costumes this Fall.

When it comes to our dresses this coming season, the style trend can be summed up in this phrase—simple and soft. And that conveys what? Add the word "feminine" and you have it in a nut-shell.

Certainly this supplies a clue for manufacturers to plan promotions upon. You'll see subdued types of make-up for street wear this Fall, and red, red shades of lipstick and rouge, but *not*, please, the heavy, unmistakably "made-up" tones of these, but transparent reds, minus the orange note, not too near the blue, and your vivid shades will sell for evening only. So will your eye-shadows, though your mascaras and other eye make-up items, creams, lotions, pads, pencils, etc., may take a sales jump, and your lighter and more natural shades of powder will be in demand more than they have previously. Soap sales, too, will go up, particularly those which are of the "complexion" variety.

How come? Its obvious, if you'll just sit down and analyze a bit. What country has dominated conversations, filled the papers, magazines and the radio news for a long while, and does not seem to diminish in interest for us over here—especial for the feminine members of our households? You're right—England, of course! What has *that* to do with make-up

items? Well, its this way, Brother—maybe you didn't go abroad for the Coronation, neither did we, or maybe you did, we don't know, but we are willing to bet you ten to one that if you *did* go, and took your wife and daughter, that they saw things you didn't notice, or if they didn't go, they were interested in a number of things you weren't in the mood to think about at the time.

What were they? Clothes, hats, complexions, perfumes and accessories were some of them, and the famous English complexion came in for its share of attention, you can safely wager, and the English skin goes in for soap and water; make-up



This Revlon Nail Enamel window in Franklin Simon's, is a fine example of adequate style tie-up. The latest Revlon shade, "Nassau," is shown with the effect visible on fingers and toes. This firm has always cannily publicized their product as a "style accessory."

that isn't blatant; eye-shadows are not used in day-time, but mascara is, on the upper eye-lashes only, and not the artificial, "look-how-long-and-black-they-are" kind, either. And in the evening there is a *faint* shadow discernible on the upper eye-lids, maybe it is olive-green—not bright green—or taupe, or violet, or an indefinable blue, but it is so delicate in effect that its difficult to decide upon the color definitely, unless you notice the color of the wearer's frock, her evening bag, her wrap, her slippers, her hair, in which case they harmonize, you can be sure of that, and the simple, distinctive, delicate perfume about her, perhaps a flower

note, or a light bouquet, and with all these there is an unmistakable well-bred look about her, a poise and a serenity, so that it's a bit bewildering to decide just what her charm really is, but it's certainly there, and you may be equally sure that women in this country know about all this, and are going to emulate these things, too.

They may not tell you men about it, but here in print is the logical explanation of *why* its going to pay you not to flaunt your high-colored make-up items and strong, heavy, exotic perfumes in our faces for awhile. Oh, we'll get over it, in time, *maybe*, unless we discover how extremely becoming it is to be natural-looking, instead of the various artificiality we've gone in for a good many years, but just now soft-pedal promotions that come boldly out and suggest brilliant, spectacular vividness in make-up; strong Oriental perfumes; powders of a shade that the Duchess of Windsor wouldn't *think* of wearing. And if you don't think *that* lady is going to be watched and emulated by her fellow-American women, even by those who may have been loudest in their criticisms,—well, you just aren't as good psychologists as you might be, that's all!

Don't expect affirmative answers if you ask women questions about all this, for either they won't be frank about it, or they haven't yet realized it themselves. The whole matter is much more subtle than appears on the surface, but we haven't failed you yet as prognosticator, have we? Take our tip on this, and you certainly won't be sorry, if you're interested in sales increases, and after all you wouldn't be in this industry if you

were not, and if you want corroboration without planning in advance, you won't get far with progress and ultimate success, will you?



SELLING HINTS

Take a little mental jaunt with us through New York City and pause at windows you may not think, at first glance, particularly applied to your toilet goods business. But—think a moment, use your imagination, inspiration for your own promotions may come to you from some other source than your own products, especially when they are closely linked to prevailing style trends.

We do not mean to *imitate* the instances we are about to relate, of course, but to let these things turn your thoughts inward; to adapt some of the ideas to new presentations, so that when they finally appear they will really *be* original creations, brain children conceived and brought forth as the result of swinging your thoughts away for a little while from your own problems and getting a new perspective on them by seeing how other merchants—and not your competitors—solve theirs.

Let us pause first at a florist's window. What are the flowers given particular prominence? Do not doubt that florists are style conscious in this city. One of them on Madison Avenue, for instance, advertises his wares by a permanent slogan on his plate glass window "Fashions in Flowers."

Mimosa—you'll find it in practically all of them—sweet peas, orchids, Australian daisies, violets, narcissus,

primroses, anemones, camellias, lilies-of-the-valley, roses, gardenias, are among them. Now let us see what tie-up there is between these lovely flowers and present style trends in women's clothes, and what manufacturers and buyers in the toilet goods departments are doing about it.

Here is a gown shop—look at that lovely black evening gown, a scatter-print with clustered red and yellow primroses here and there. Striking and beautiful! And on the other side of the window is an exquisite all-over print in white, with sweet peas, violets and roses intertwined, making, we easily envision, some lithe young wearer seem like a veritable summer flower garden.

As we pass through Altman's let us pause in the silk department. Aisles and aisles of rich prints, striped fabrics, voluptuous plain colors in taffetas and sheers. Even the linens and the cottons sing a song of gorgeous color. Most of the prints are flowered—why here are all the flowers we saw in the florist's windows, and of course many more. One couldn't possibly wear flowered fabrics made into dresses without using floral perfumes—no wonder most of the women at the perfume counter seem to linger longest where floral perfumes are displayed!

We could go on and on in our little journey about the Big City, but the things we've seen certainly prove that your floral perfumes should be promoted as never before; that you can capitalize upon the combined forces of your perception, imagination and the practical application of them to your own business. Take a trip through town yourself soon, and *make it pay you*.

This Lentheric window is a complete tie-up with the firm's "Pan-American Pagent" nation-wide promotion. In it are travel books, posters, Mexican pottery and baskets and cactus, all playing up the Central American theme and the new products created for this purpose in connection with the Pan-American Exposition in Dallas, Texas.



IMPROVING PRODUCTION

By RALPH H. AUCH, A. B., Ch. E.

PLASTIC CLOSURES AND CONTAINERS

There is a constantly increasing number of plastic materials becoming available for cosmetic containers and container closures. These include phenol, urea, vinyl and cellulose, as well as the various fillers that are employed.

Due to availability of a desired color or shape from stock or to price advantage, some users are prone to change at will. A change in source may mean a change in basic material. This practice is dangerous for the resistance of the changed resinoid or filler to the product to be contained or sealed may be entirely different. Changes should be made only after exhaustive tests.

TITANIUM DIOXIDE AGAIN

Titanium dioxide has largely replaced zinc oxide for use in milled toilet soaps. A given opaqueness can be obtained at a lower dollar cost even though the pound price is higher, due to the lower percentage required.

Another use in soap that has not been observed commercially but has been proven entirely workable is in cold made soaps. In white cold made soap the bar is rendered more opaque and the tendency toward yellowing is retarded. In colored bars the tint becomes more brilliant.

The technique of incorporation is a bit difficult as the titanium dioxide cannot be added as such directly to the batch. It should first be milled with either coconut or mineral oil on a paint mill. A ratio of three or four titanium to one of oil will be found about right. The desired quantity equivalent to three to six ounces per hundred weight soap can then be added to each batch.

Incidentally the pigment titanium-calcium carbonate obviously won't work. Likewise the pigment, titani-

um dioxide precipitated on barium sulphate corresponding to lithopone with the zinc replaced by titanium, will also be found inferior for this purpose.

WEIGHING AND MEASURING IN ADVANCE

As is the case with clerical work performed by the average factory worker, speed and accuracy suffer in measuring or weighing up small quantities of concentrated raw materials. Where batch after batch of various products are manufactured the small quantities can frequently be prepared in advance.

If volume warrants a boy or girl hired especially for the purpose in the manufacturing department will pay. If not appreciable in amount, this weighing and measuring can advantageously be done in the laboratory. Suitable bags, cans, envelopes or bottles with convenient handled trays or baskets for the various lots can be provided to be carried to the manufacturing department at convenient intervals.

GLYCERINE IN SHAVING CREAM

Since the publication of the article on the manufacturing of shaving cream in May 1937 *Perfumer*, this columnist has been repeatedly asked a question. In substance it is "In all three formulas offered to illustrate manufacturing procedure, 15% glycerine was suggested. Published formulas run in glycerine content from 3 to 18 per cent. Why is this?"

It is true that well-known authors in their recent book assure their readers that 5% glycerine is adequate. However, recent analyses of half a dozen best sellers disclose 12.76; 15.04; 15.57; 15.77; 16.10 and 17.64 per cent glycerine in ascending order respectively, for an average of 15.46 per cent.

Glycerine has certainly been skyrocketing in price, yet to date no reduction in glycerine content has been observed in the products of the sales leaders. At the current price of glycerine, a 5% cut in a gross of 4-oz. size tubes would save 55 to 60 cents per gross. If it were practical or advisable to reduce the glycerine figure, they would be busy doing it or would already have done so. Accordingly, only one conclusion can be drawn—15% must constitute or be close to good practice.

USED EQUIPMENT

In the improving production series in these columns, this writer advised against general and widespread installation of used equipment. However, in those instances where the purchase of used equipment means the difference between having equipment for efficient, economical operation or getting along without it and being handicapped accordingly, it is the logical thing to buy.

It may be the only out for the plant of limited resources. It may be the best out where only large capacity equipment is commercially available for a given job and only relatively small capacity is required, so that the installation stands idle most of the time.

Again, it may be the logical equipment for stand-by purposes—to be shunted into a production line only to avoid costly delays due to breakdowns of the regular equipment. Likewise, it may possibly be installed where the work is seasonal or for added capacity to help boost production over seasonal peaks.

Obsolescence of both machines and methods is as relentless in lean years (or more so) as in prosperous ones. It would appear then that used equipment that, of course, is not obsolete may offer the solution for those procrastinating or in a quandary.

Scoring Aces!

Split-hair timing plus accurate control and direction enable the crisp stroke of the champion's racket to drive the ball into a "scoring spot." Another ace — so similar in its effect to the record-breaking selling points won by Kimble Glass Vials in their constant merchandising game of sampling and packaging.

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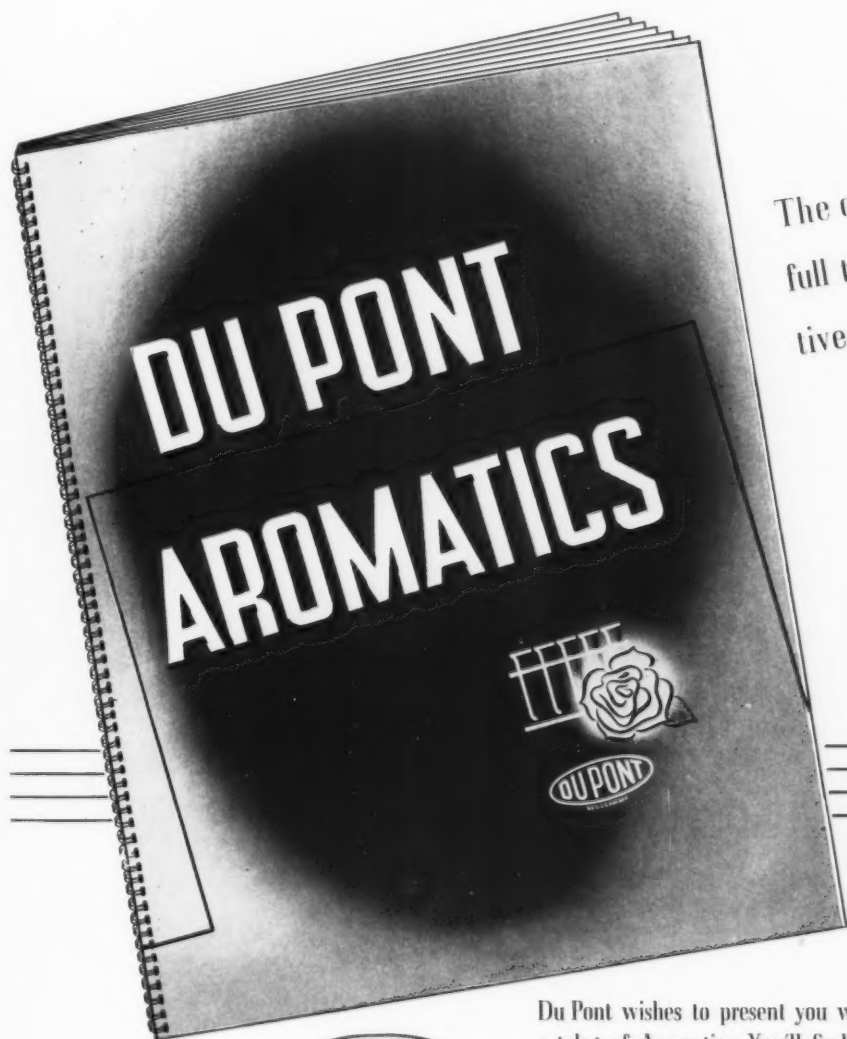
BALDWIN & BALDWIN, 819 Santee St., Los Angeles, Calif.

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1858

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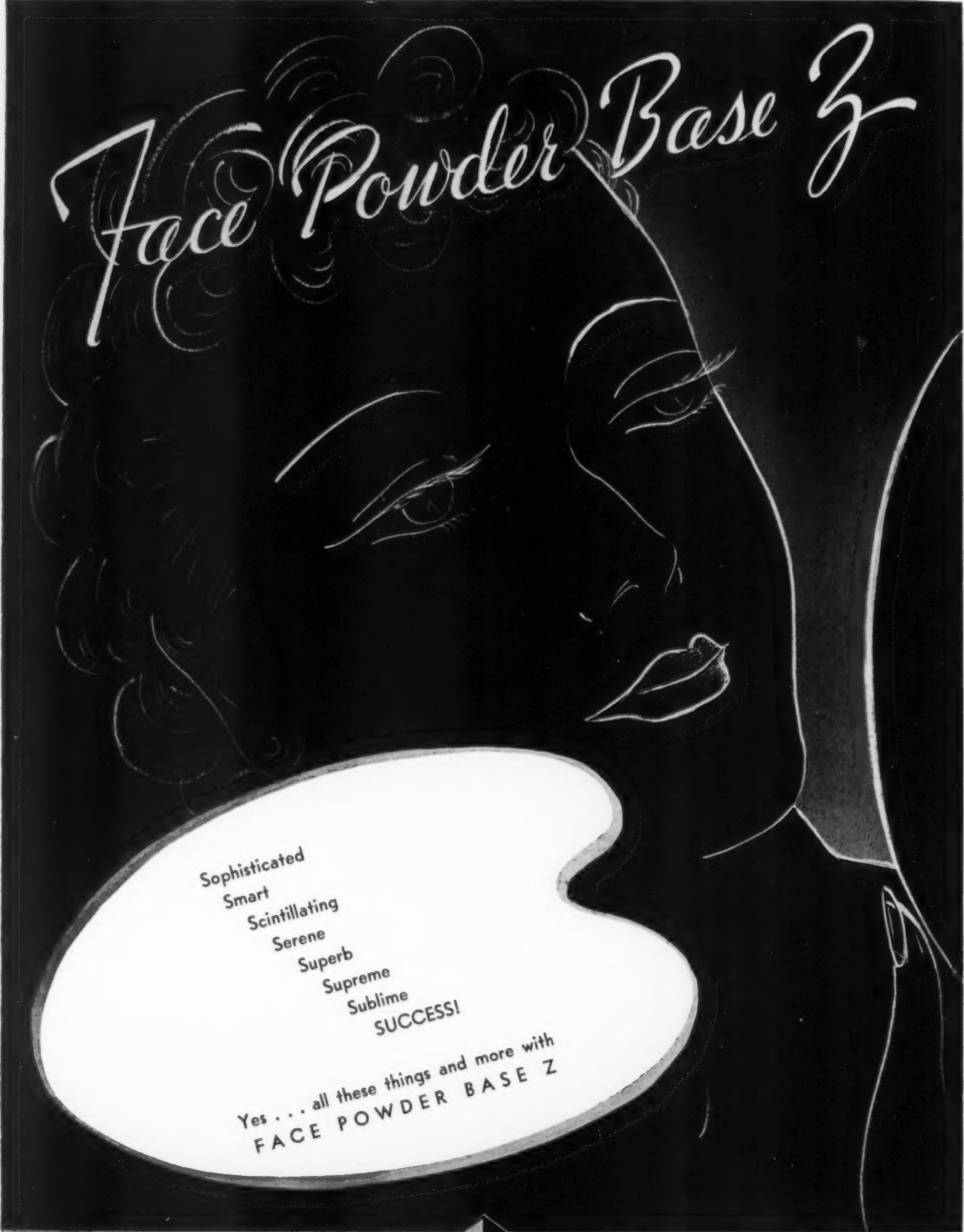
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"VITAMIN F"—A Survey

THERE are on record the results of certain experiments on human subjects suffering from eczema, which are at any rate suggestive. A. E. Hansen (*Pro. Soc. Exp. Bio. & Med.*, 30, 1933, 1198) determined the iodine number of the serum fatty acids of a group of normal babies and a group affected with infantile eczema. The average of the latter was 84, a figure considerably less than the average of the former, namely 111. The capacity to absorb iodine is a measure of unsaturation; hence the blood of the infants, afflicted with eczema had a lower average unsaturated fatty acid content than the blood of the healthy infants. In a further paper published in the same journal (31, 1933, 160), Hansen confirmed his original findings, and reported that good clinical results were obtained in the case of 14 infants suffering from eczema, by adding oils especially rich in unsaturated fatty acids to their diet.¹ T. Cornbleet also found similar treatment useful (*Arch. Derm. & Syph.*, 31, 1935, 224). A group of eighty-seven patients with chronic eczema responded to treatment by maize oil given by the mouth. The eczema in question was the condition referred to as allergic eczema, exudative and diathetic eczema, Besnier's prurigo, or generalised neurodermatitis.

Inunction Versus Feeding

We have now to consider the very moot question of inunction versus feeding. One vitamin, at any rate, namely vitamin D, can certainly be absorbed through the skin. Indeed, this is the normal way in which we obtain our supplies of this vitamin, which is produced by the action of sunlight on the er-

H. STANLEY REDGROVE here presents the concluding installment of his article surveying the claims and statements made on both sides of the "Vitamin F" controversy. This most interesting paper brings the subject up to date and concludes discussion in these pages until new scientific data are presented either confirming or refuting the claims made for the product.—EDITOR.

gosterol present in the secretions of the sebaceous glands. So far as rats and rabbits are concerned, the experiments of Hume, Lucas and Smith (*Biochem. Journ.*, 21, 1927, 362) definitely demonstrate the fact of absorption. Their results were confirmed by Fodor (*Z. Vitaminforsch.*, 3, 1934, 241), who found, however, that the curative dose by inunction was ten times that required by oral administration.

In *The Pharmaceutical Journal* for April, 1937 (138, 399) the question of vitamins (other than "vitamin F") in cosmetics is reviewed by the present writer, where references to other experimental work will be found. Actually, the whole position is very unsatisfactory. Impressive claims are made, which may be valid, but which are not backed up by details of controlled experiments. A demand for vitamin creams has been created, and is being met. Whether this ushers in a new era for cosmetics, or whether the whole edifice will collapse like a house of cards, with general detriment to the industry, are questions which permit of debate.

Skin-Fat-Patterned Creams

The development of the use of "vitamin F" in cosmetics is most closely associated with the

name of Miss Mary Imogen Shepherd, Ph.G., and her work and that of her collaborators must now be surveyed. Unfortunately, Miss Shepherd's contributions on the subject—at any rate those to which the present writer has access—although very readable, are also very unsatisfactory from a scientific point of view. Conclusions of the utmost moment are stated; but details of the experimental work on which they are based are not disclosed. This method of presentation is not acceptable to the scientific world; hence, although these contributions have created great interest, Miss Shepherd's work has not gained scientific recognition, certainly not in Great Britain.²

The question of the composition of the skin fat of human beings is dealt with by her in two papers, the latter in collaboration with Miss Dorothy C. McMath, contributed to *The Drug and Cosmetic Industry* (March and July, 1936). Stress is laid on the importance of the ratios between the proportions of phospholipid, free cholesterol and "vitamin F" present. In the first paper, "vitamin F" is defined as "the name given to the unsaturated fatty acids linoleic and linolenic by Evans, Lepkovsky and Murphy," but, in the second, it is used to mean a special isomeric form of linoleic acid.

Table I, reprinted from the first

article, contains the results of analyses, but details of the methods adopted are not given. (It should be added that the work of analyzing the fat of specific layers of skin is extraordinarily difficult, and any results should be received with caution.)

TABLE I

Layer	Total Lipids %	Phospho-Lipids %	Free Cholesterol %	Vitamin F %
Corneum	6.9	0.16	0.85	1.83
Lucidum	7.3	0.20	0.86	2.80
Granulosum	9.8	1.06	0.93	2.87
Mucosum	10.6	1.17	1.18	3.15
Germinativum	13.4	3.79	2.10	4.97
Average	9.6	1.28	1.18	3.12

The view is taken that the use of improperly compounded creams and other cosmetics may impair the natural balance between the phospholipid, cholesterol and "vitamin F" in the skin with disastrous results. On the other hand, the use of properly compounded creams, based on the pattern of the skin-fat itself, will be followed by beneficial results. It is, therefore, Miss Shepherd maintains, desirable that all creams should contain lecithin, cholesterol and "vitamin F" in the proportion of 1:1:3.

In this connection it may be desirable to point out that "lecithin" is a generic and not a specific name. There are many lecithins. They are condensation products of choline, glycerophosphoric acid, and fatty acids (saturated or unsaturated). If the skin pattern is to be closely adhered to, it would seem advisable to use only lecithin of animal origin, as more nearly akin to that of the skin. Cosmetic manufacturers, however, prefer vegetable lecithin, because it is much cheaper, less odorous and less highly colored. Miss Shepherd favors the use of vegetable lecithin, which seems inconsistent.

Standardization of "Vitamin F"

Miss Shepherd maintains that, just as different samples of cod-liver oil can vary in biological efficiency (vitamin content) so too can different samples of linseed oil. They must, she says, be biologically standardised.

This question is more fully dealt with by her, in collaboration with Miss D. R. Linn, B.S., M.S., in a paper published in the same journal for May, 1936.

As already mentioned, a symptom of the fat-deficiency disease observed by some workers is scaliness of the

tail, followed by necrosis. Miss Shepherd and Miss Linn maintain that the development of this condition and other symptoms can be prevented by inunction of the tail with suitable unsaturated fatty acid preparations. On this contention, a method of evaluating the efficiency of unsaturated fatty acid products is based. The technique is fully described in the paper in question; and "vitamin F unit," referred to later as the "Shepherd-Linn unit," is defined as one-thousand times the reciprocal of the minimum number of milligrams of the preparation which, applied daily by inunction (in the manner described) to rats placed on the Burr deficiency diet, will, after ten applications, prevent the appearance of the characteristic symptoms of fat-deficiency disease.

On the other hand, no statistical results of experiments justifying either the technique or the definition of the unit are given; nor does it appear that experiments have been conducted to test the relative effectiveness of identical unsaturated fatty acid preparations when applied topically to the skin and when given by the mouth, though, in the light of Fodor's experiments with vitamin D, such comparative results would seem to be desirable.

In a "Survey of Vitamin F in Cosmetics" by Miss Shepherd, published by the Pharmaceutical Specialties Company, a Table is given of suggested levels at which "vitamin F" should be incorporated in various cosmetic preparations. This is reproduced as Table II:

TABLE II

	Shepherd-Linn units per gram
CREAMS:	
Cleansing	240
Nourishing (tissue or lubricating) ..	120
Vanishing	120
Acne, Eczema, etc.	2,500
HAIR PREPARATIONS:	
Hair tonics	50
Special tonics designed for dandruff cures	2,500
Special tonics for baldness remedies	2,500
MANICURE PREPARATIONS:	
Special pomade for brittle finger nails	25,000
Nail polish	5,000
Nail polish remover	5,000
Nail pastes	5,000
SUN PREPARATIONS:	
Remedial	500
Preventive	500
SOAPS:	
Toilet	150
Medicinal	500

No experimental evidence is given in justification of these figures. In his Preface to the "Survey," Dr. Pacini writes: "This little work simply gives Miss Shepherd's views as she has accumulated them from the result of over 30,000 actual trials on humans." Details of these trials have not been published.

"Vitamin F" in Soaps

So far as soaps are concerned, however, the results of some interesting experiments by Kathryn Glennon, Ph.G., are recorded in a paper published in *Soap*, for November, 1936. Miss Glennon calls attention to the fact that, when the 9th revision of the U.S.P. stipulated the use of cottonseed oil in place of the hitherto-used linseed oil in the preparation of *Sapo Mollis*, the product was found to be less satisfactory in use, with the result that the experiment of using cottonseed oil was discontinued in the 10th revision, a return to linseed oil being made. Cottonseed oil, although rich in linoleic acid, is said to be relatively deficient in "vitamin F," and it is suggested that the unsatisfactory character of *Sapo Mollis* made from it may be due to this fact. To test the hypothesis, Miss Glennon carried out an experiment on a number of rats. These were divided into four groups of 30 each. At weaning age, 28 days, all the rats were placed on the Burr fat-deficiency diet. Rats in group 1 were used as positive control. Rats in the other groups were treated with the lather produced from 100 milligrams of soap, the lather being brushed on the tail of each animal. Lathering was continued for five minutes each day, and the soap was then washed away with distilled water. The treatment was continued for 30 days. Rats in group 1 developed scaliness of the tail. Rats in group 2, treated with lather from *Sapo Mollis* made from linseed oil said to be deficient in "vitamin F" showed uniformly intensified scaliness than was observed in the control group. Rats in group 3, treated with a *Sapo Mollis* containing 50 "Shepherd-Linn units of vitamin F" per gram developed little, or in most cases no, scaliness. Rats in group 4, treated with lather from a *Sapo Mollis* containing 100 units of "vitamin F" per gram, developed no scaliness. Miss Glennon writes: "This experiment cannot

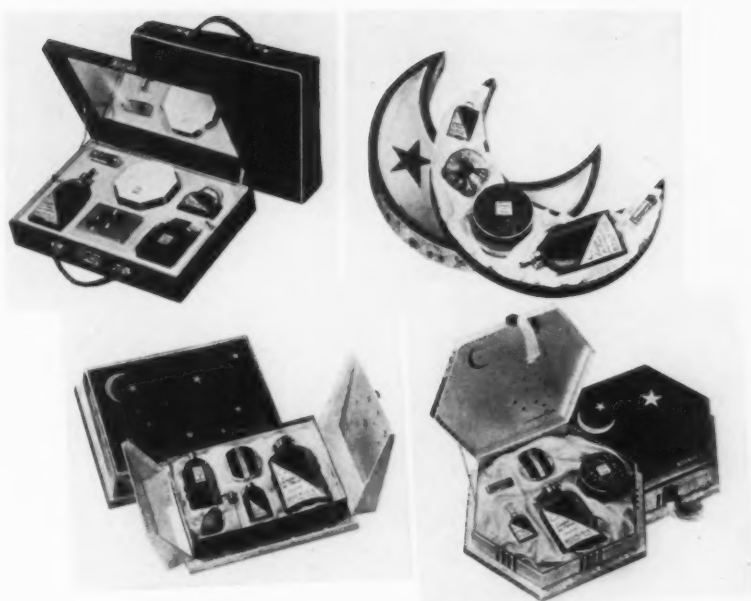
be considered as finally conclusive; but it does tend to support the hypothesis that *Sapo Mollis* can be effective because of its vitamin F content."

Were the Old-Time Cosmetics Best?

Attention is also directed by various writers on the subject to the good results obtained in the past by old-fashioned cosmetics containing natural oils and fats rich in linoleic acid, such as lard. Mineral oils are attractive to manufacturers, on account of their cheapness, their 100 per cent. keeping properties, and the fact that they yield very white creams. It is more than doubtful, however, if they are cosmetically equal to vegetable and animal oils and fats. And these are coming back into favor. Against the view that linoleic acid is an essential constituent of a good cream, however, may be urged the excellent reputation of almond oil. In the paper already quoted, Pacini and Avis, classify oils according to their "vitamin F" content into four groups. Group 1, which contains oils stated to carry from 250 to 1,000 Shepherd-Linn units per gram, comprises, in order of effectiveness, linseed, Chinese tung, walnut, sunflower, raspberry seed, candle nut and soya bean oils. Group 2, which contains oils said seldom to reach a concentration of 250 Shepherd-Linn units per gram, but generally to show more than 50, comprises grape seed, cottonseed, avocado, sesame and corn oils. Group 4 contains most of the non-drying oils, and these are stated not to show more than the barest trace, if any, of "vitamin F." Examples are olive,¹ almond, tea-seed, peach-kernel and quince oils. The oils of group 4, which includes mineral, cod-liver, whale and coconut oils, are described as "comparatively devoid of vitamin F." No details of experimental verification of this classification are given.

Conclusion

In concluding this survey of a very interesting and not unimportant subject, the present writer may take the opportunity of expressing his own opinions, though, in spite of his desire to remain impartial, certain of these have no doubt emerged already.



Here are only four of the many beautiful "Evening in Paris" gift sets Bourjois is offering for the Christmas trade. The company has endeavored to improve the appearance and value of its line, with the result that its packages this year are particularly distinctive and have unlimited sales appeal. The color scheme is the familiar deep blue background with silver stars and crescent moon, suggestive of the evening sky over Paris. Many different combinations of products are available, with prices ranging from the low-priced field to the higher brackets.

As already stated, there is no question but that rats cannot survive on a fat-free diet. They need, for good health, not merely any fat, but unsaturated fatty acids, of which linoleic is the best adapted to their requirements. It is probably advisable for the same acid to figure in the diet of human beings, but this is not proven. As an alternative to oral administration of suitable linoleic acid preparations, inunction is possible; but whether it is equally effective is also not proven.

There is no scientific justification for assuming the beneficent ingredient in natural oils and fats containing linoleic acid to be an isomer of this acid; and the application of the term "vitamin F" sometimes to the whole fatty acid complex, and sometimes to this hypothetical constituent is highly misleading.

The method of standardizing linoleic acid preparations by the Shepherd-Linn method remains to be justified. It also remains to be proved that such standardization is necessary.

The use of vegetable and animal oils and fats in beauty creams, etc.,

is cosmetically preferable to that of mineral oil; but there seems no good reason for rejecting mineral oil in the manufacture of creams intended for use as detergives only.

Certain oils and fats containing linoleic acid are useful; but this does not mean that oils such as almond which long experience has shown to be valuable should not be employed.

Cholesterol and lecithin are useful constituents of cosmetic creams, but the Shepherd ratio for their incorporation needs experimental justification.

¹In a more recent paper (*Journal of Nutrition*, 13, 1937, 351), A. E. Hansen and W. R. Brown have shown that feeding rats suffering from fat-deficiency disease with methyl linoleate in sufficient quantities to effect clinical cures raised slightly but definitely the iodine number of the serum lipids. Large quantities of oleic and esters also produced a definite increase, although only effecting partial clinical cures.

²For adverse American opinion see an article by the Bureau of Investigation in the *Journal of the American Medical Association* for April 10th, 1937 (108, 1279).

³As already noted, the Burrs found olive oil to contain sufficient of the essential fatty acids to cure the fat-deficiency disease in rats.

Q & A

This department is devoted to answers to inquiries submitted by our readers. We invite members of the industry to avail themselves of this service. Answers will be published as rapidly as space permits. We shall be glad to reply promptly by mail to any reader who will enclose a self addressed envelope with his query.

128.—ANTI-SHINE LIQUID

Q. We want to prepare a solution that would take the shine off the face without clogging the pores as powder does. It is so hot here that it is impossible to wear make-up only at certain times. If you could prepare something that would not injure an oily skin and yet would take the place of powder, it would be very popular here in the Philippines.—F. J. L., Wash.

A. About the only thing we can suggest is a liquid powder, which is slightly drying to the skin. You can make a calamine lotion in a variety of shades if you like. Or you can make a liquid powder after the formula sent you. We suggest that you read reply to Question 111 in the Q & A Department, for May 1937. It may help you.

129.—SUN TAN OIL

Q. We are interested in the formulation of a sun-tan lotion and your information will be greatly appreciated.—C. A. D., Mass.

A. The revised "Sun Tan Bulletin" is now off the press, and this describes every phase of sun tan, including formulation. The Bulletin is free.

130.—CREAM DEODORANT

Q. We are interested in preparing a cream deodorant that prevents and eliminates body odors and also retards perspiration. We would like this preparation to have a pleasing appearance.—F. H. C., Illinois.

A. It is rather difficult to prepare a cream deodorant that has a pleasing appearance. The usual preparation for retarding perspiration is aluminum chloride, but it is impossible to

incorporate this in creams of the usual type, since a reaction takes place, producing zinc chloride and other irritating substances. It is our suggestion that you experiment with the zinc phenolsulfonate and that the cream body be of the tragacanth type rather than the usual vanishing cream or cold cream basis. The zinc phenolsulfonate may be incorporated in such a mixture anywhere from 2% to 3%.

131.—SOLVENTS FOR OILS

Q. Will you kindly mention a few of the trade marked specialties that are useful as solvents for essential oils in order to render them water soluble.—K. R. B., Calif.

A. The names of specialties have been sent you by letter. Suffice it to say that sulfonated oils and glycols are still the most widely used. One product suggested to you is also of value.

132.—OXYGEN BATHS

Q. I have tried many catalyzers to get a prolonged liberation of oxygen in an oxygen bath mixture, and manganese dioxide is the only one that I have found satisfactory. Its color makes it undesirable to use. The formula for my product follows. Would you be good enough to suggest how I can improve on the formula to get a prolonged liberation of oxygen.—P. H., New York.

A. A catalyzer is not what you really want for your product; but a catalyzer will cause a thorough breakdown and a more rapid one of your perborate. The most satisfactory catalyzer for your use would be sodium carbonate. If you insist on us-

ing a manganese salt, use manganese sulfate. But again you will get a brown sediment. Leave out your foam stabilizer and use a wetting agent, the name of which was sent you by letter. Try the following formula:

Sodium perborate	80%
Sodium carbonate	15%
Wetting agent	5%
Color and perfume to suit.	

Let us know how this works, and if we can be of further help.

133.—ANIMAL OILS FOR HAIR

Q. Is there any animal oil that mixes in a hair oil preparation with mineral oil? If so, I would appreciate the name and quantity that goes into the mixture.—S. J., N. Y.

A. There are undoubtedly numerous animal oils that will mix with mineral oil in all proportions. Some of these are: sperm oil, neatsfoot oil, lard oil, fish oils and turtle oil. Try these out and let us know how they work.

134.—COLORS FOR RINSES

Q. We are making color rinses but have complaints that the colors are not strong enough. Formula follows. We are interested in color fixative and would appreciate your help.—J. E., Quebec, Ont.

A. The information you send us is rather sketchy, and without further data we can be of little help to you. You might try including a little wetting agent in your formula, as this will tend to cause the dye to penetrate deeper into the hair shaft, giving greater coloring. Perhaps this alone will answer your problem. Let us know if it doesn't.

135.—LIQUID HAND CREAM

Q. I would like to know if you can incorporate olive oil in glycerylmonostearate. I use 5% of each and get separation in a liquid hand cream. Also, how can I mix about 5% mineral oil in 50% sulphonated castor oil.—S. B. M., Georgia.

*A. It is a pretty tough if not impossible job to dissolve mineral oil in 50% castor oil. Get the *Wetting Agents Bulletin* for additional data on this. You are using too much olive oil and glyceryl monostearate for your liquid hand cream. Use half the amount of the glyceryl monostearate, and only about 1/2% of olive oil.*

California Citrus Oils

DR. ERNEST GUENTHER, Chief Research Chemist of Fritzsche Brothers, Inc., New York, concludes his article with a discussion of the constituents and characteristics of the oils manufactured in California.

THE constitution of California lemon oil was investigated by H. D. Poore⁸ who established the presence of the following compounds:

α-pinene—nitrosochloride, m.p. 98-99°; nitrol-benzylamine, m.p. 121-122°; nitrol piperidine, m.p. 119-120°. The first fraction (5%) consists largely of *α-pinene*.

β-pinene—in the same fraction; identified by oxidation according to Wallach's method⁹ to nopinic acid, m.p. 125-126°.

d-limonene—as main constituent; h.p. 57-58°/10 mm; $n_D^{20} = 1.4734$; tetrabromide, m.p. 103-104°.

γ-terpinene—small quantities identified in the fractions 175-185° atmospheric pressure, or 56-66°/10 mm. Oxidation with $KMnO_4$, according to Wallach¹⁰ gave the erythritol $C_{10}H_{16}(OH)_4$, m.p. 238-239° (corr.).

citral—isolated as bisulfite compound from the oil obtained by steam distillation of the fractional residue. When decomposed an optically inactive oil of citral-like odor resulted; $n_D^{20} = 1.4878$; h.p. 105-106°/10 mm; m.p. of *α*-citryl *β*-naphthochinonic acid 199-200° (corr.); m.p. of *α* and *β*-citral semicarbazones, 134-135°; m.p. of *α*-citral semicarbazone 163-164°.

octylic and nonylic aldehyde—treating the limonene fraction with 40% bisulfite solution and decomposing the compound gave an oil resembling in odor octylic and nonylic aldehyde. Positive test with

fuchsin aldehyde reagent. $d_{25}^{25} = 0.8333$; $\alpha_D^{20} = +1.39^\circ$; $n_D^{20} =$

1.4252; m.p. of semicarbazone 91°; m.p. of naphthochinonic acid 238-239° (see also Von Soden & Rojahn¹¹).

geraniol—isolated in the course of analysis as primary alcohol by the phthalic anhydride method; h.p. 109-110°/10 mm; $n_D^{20} = 1.4746$; $d_{25}^{25} = 0.8801$; optically inactive. Oxidation with chromic acid gave a strong citral note; m.p. of diphenylurethane 81-82°. "A diphenylurethane prepared from geraniol ob-

tained from Fritzsche Brothers, Inc., melted at 81-82°, and a mixture of the two melted at the same temperature".¹²

acetic, capric and caprylic acids—the ester fractions obtained by steam distillation of the fractionation residue were freed from citral and saponified. The liberated acids were identified as acetic acid by b.p. of the *p*-nitro benzyl ester 77-78°; no depression when mixed with synthetic *p*-nitro benzyl acetate (see also E. E. Reid¹³). Caprylic and capric acids, the latter predominating, were determined as Ag salts. No formic acid was found.

bisabolene—identified in the high boiling sesquiterpene fractions by the m.p. of the trichlorhydrate 79-80°.

cadinene—present very likely in traces. The corresponding fractions gave a positive color test, according to the method of Wallach¹⁴. The nitrosate test was not successful.

linalool—traces found in the corresponding fractions obtained after the primary alcohols had been eliminated by the phthalic anhydride method. Oxidation with chromic acid mixture gave a few drops of oil with a very characteristic citral odor.

a tertiary alcohol $C_{10}H_{18}O$ —found in the same fraction freed from geraniol. This alcohol yielded to none of the tests for linalool and terpineol.

an aldehyde, m.p. 58-59°—obtained as a white crystalline precipitate in the fourth of the main fractions, distilling at 45°/3 mm.

constants of this fraction: $n_D^{20} =$

1.4647; $\alpha_D^{20} = 11.79^\circ$. The crystalline precipitate melted at 58-59°; after dessication over sulfuric acid 64-65°; positive tests with fuchsin aldehyde reagent; reduction with ammoniacal $AgNO_3$ solution. It is probably the same compound, the anhydrous form of which was found by Romeo¹⁵ to have the empirical formula $C_{10}H_{16}O_2$.

an amorphous compound, m.p. 71-72°—in the paste-like substance remaining after steam distillation of the fractional residue. The white powder obtained by purification with various solvents failed to crystallize; it is not identical with citropene which melts at 146°.

California Oil of Sweet Orange

Chemical and Physical Properties

H. D. Poore¹⁶ extended his comparative studies of citrus oils made in the different producing counties to Washington Navel and Valencia oranges. He established the averages for the period 1923 to 1926, shown in Table VII.

He concludes that the averages by counties of the Valencia oils are uniform, except that the refractive index is higher and the citral content lower in the oils from San Bernardino than in those from the other two counties. The tabulation by seasons shows even more uniformity than by counties. The averages by counties of the Washington Navel orange oils are exceptionally uniform so that no striking differences are noted. Comparison of the averages of the Valencia and Washington Navel oils shows that the content of aldehydes in the Valencia oil is 0.6 per cent higher than that in the Washington Navel oil by the Kleber method and the content of esters is about 0.5 per cent lower. The physical constants, however, are fairly uniform.

Comparing the California sweet orange oils with imported Italian oils, he found for the latter a lower refractive index, lower content of esters and residual solids but a higher content of aldehydes (calculated as citral).

As in the case of Italian lemon oils, the constants described by Poore for Italian sweet orange oils apply to oils made quite some years ago by the primitive handpressing method exclusively, and therefore may have to be modified. It must be borne in mind that nowadays the

bulk of Italian orange oils is made in small machines. On the other hand, it is worth while to compare the African sweet orange oils (French Guinea) which have become of considerable importance during the past few years and which are produced by the natives entirely by primitive handpressing. The figures given in Table VIII are based upon our own analyses of many hundreds of thousands of pounds of California oils and best qualities of our imported Italian and Guinea oils.

As with California lemon oils, California Fruit Growers Exchange, by bulking large quantities, keeps the properties and especially the flavor of sweet orange oils as uniform as possible but naturally some allowance must be made for slight variations of constants caused by climatic conditions of the various seasons. To keep up this uniform standard, the orange oils reach the market in bulked form as "Cold Pressed California Orange Oils".

In the general description of the manufacturing processes of California citrus oils, we have seen that the fruit does not yield all of its essential oil upon pressing. The press residue is steam-distilled and large quantities of distilled oils are obtained. In fact, in the case of oranges, the proportion of steam distilled oils is even higher, but vice versa in the case of lemons.

Steam distilled orange oils have thus become of great importance. These are naturally lower priced than the cold pressed oils and, therefore, find application where the higher price of the pressed oils may stand in the way. Steam-distilled orange oils are not only used in flavor work but also for the perfuming of soap, for instance, where they render valuable services as a low priced yet excellent substitute for the pressed oils. Very large quantities of these oils are used yearly by the soap and cosmetic industries.

Our analyses of a great many lots of steam-distilled California orange oils handled during the past few years show the limits given in Table IX.

The U. S. Pharmacopoeia (11th Edition) specifies the properties given in Table X for sweet orange oil:

Comparing the various types of sweet orange oils as produced in different countries with these specifica-

TABLE VII

CALIFORNIA VALENCIA ORANGE OILS								
All Counties (63 Samples)	Specific Gravity 25° —C.	Total Solids	Refractive Index at 20° C.		Optical Rotation at 20° C.		Aldehyde Content calculated as Citral (Kleber Method)	Content Ester
			Original	10 percent Distillate	Original	10 percent Original		
Minimum	.8413	1.93%	1.4728	1.4718	95.71°	97.94°	.8%	.44%
Maximum	.8482	6.26%	1.4746	1.4727	99.58°	100.44°	2.2%	1.76%
Average Constants	.8440	3.61%	1.4735	1.4723	97.78°	99.21°	1.4%	.83%

CALIFORNIA WASHINGTON NAVEL ORANGE OILS								
All Counties (31 Samples)	Specific Gravity 25° —C.	Total Solids	Refractive Index at 20° C.		Optical Rotation at 20° C.		Aldehyde Content calculated as Citral (Kleber Method)	Content Ester
			Original	10 percent Distillate	Original	10 percent Distillate		
Minimum	.8419	1.49%	1.4731	1.4721	94.18°	97.51°	.6%	.49%
Maximum	.8503	8.17%	1.4748	1.4727	99.32°	99.59°	1.0%	2.58%
Average Constants	.8455	4.53%	1.4738	1.4724	96.93°	98.71°	.8%	1.38%

TABLE VIII

	Cold Pressed California Oils	Italian Oils	Guinea Oils
Specific Gravity at 25° C:	0.843 to 0.846; usually 0.844 to 0.845.	0.843 to 0.846	0.840 to 0.845 usually 0.842 to 0.845.
Optical Rotation at 25° C:	+94° to +98° 20'; usually +95° to +97°.	+95° 30' to +97° 10'.	+94° to +98°; usually 95° 30' to 97° 30'
Refractive Index at 20° C:	1.4731 to 1.4742; usually 1.4737 to 1.4741.	1.4729 to 1.4740.	1.4721 to 1.4742.
Evaporation Residue:	3.5% to 5.1%; usually 3.6% to 4.6%.	1.4% to 4.3%; usually 2% to 3%.	1.1% to 2.4%; usually 1.5% to 2%.

TABLE IX

Specific Gravity at 25° C:	0.840 to 0.842
Optical Rotation at 25° C:	+98° to +99° 6'
Refractive Index at 20° C:	1.4717 to 1.4730; usually 1.4725 to 1.4730
Evaporation Residue:	0.5% to 1%

TABLE X

Specific Gravity at 25° C:	0.842 to 0.846
Optical Rotation at 25° C:	Not less than +94° and not more than +99° in a 100 mm. tube
Refractive Index at 20° C:	1.4723 to 1.4737
Evaporation Residue:	Not less than 2% (0.1 g. from 5 g. of oil)

tions, we come to the conclusion that the Italian oils usually conform to the limits of the U. S. P. XI, although the evaporation residue on rare occasions runs below the lower figures. The same is observed more frequently in French Guinea oils which, because they are still made exclusively by primitive handpressing, contain only very little waxy matter. The California steam-distilled orange oils, of course, show an even lower content of residual waxes and, therefore, do not as a rule conform with the

U. S. P. requirements. The California coldpressed orange oils, on the other hand, sometimes exceed, very slightly, the U. S. P. upper limits for refractive index. While this has practically no significance and no influence whatsoever upon the flavor and the value of the oil, it is desirable, for the sake of accuracy, that the U. S. P. limits for refractive index of sweet orange oil should be adjusted so as to apply also to the California oils which have lately become so important. The present fig-

ures were based originally upon handpressed Italian oils.

Chemical Constitution

The composition of California orange oil has also been investigated by H. D. Poore¹⁷ who found that the oil from Valencia and Washington Navel oranges is similarly composed. The following constituents were identified:

limonene—as main constituent (about 90%); b.p. 175-176°/760 mm; $n_D^{20} =$

100.97°; $n_D^{20} = 1.4728$; identified as tetrabromide, m.p. 103-104°.

decylc aldehyde—isolated as bisulfite compound from the oil obtained by steam distillation of the fractionation residue; b.p. 205-207° (corr.) at 756 mm. The aldehyde from the Valencia oils showed:

$d_{25}^{25} = 0.8256$; $n_D^{20} = 1.4283$;

optically inactive; m.p. of naphthocinchoninic acid (β -naphthylamine and pyruvic acid) 238-239° (corr.); m.p. of semicarbazone 101-102°.

The aldehyde from the Washington Navel oil showed:

$d_{25}^{25} = 0.8352$; $n_D^{20} = 1.4296$;

optically inactive; m.p. of naphthocinchoninic acid 242-243° (corr.).

Elementary analysis confirmed that the aldehyde is decylc aldehyde. According to Poore, it is the only one found in California sweet orange oil. This contention seems to be open to discussion and warrants further investigation.

Nelson and Mottern¹⁸ identified citral in the oil of Florida Valencia oranges as β -citral semicarbazone (m.p. 160-162°), and as α -citryl β -naphthocinchoninic acid (m.p. 206° and no depression when mixed).

For the isolation of citral from the terpeneless oil, Nelson and Mottern used the sodium sulfite method of Tiemann¹⁹ because, with sodium bisulfite, the citral may go into solution as the stable dihydrosulfonic acid compound from which it cannot be recovered. This might be the reason why H. D. Poore²⁰ was unable to identify citral in California sweet orange oil.

Semmler²¹ had identified citral in Italian sweet orange oil as far back as 1891, but Stephan²² found only decylc aldehyde in Italian orange oil. However, Stephan, like Poore²³ had used the bisulfite method in extracting the aldehydes from the terpeneless oil.

Y. R. Naves²⁴, well aware of the existing contradiction between Semmler's and Stephan's findings and the possibility that a small amount of citral may escape observation if isolated by the bisulfite compound, established the presence of citral in sweet orange oil from French Guinea. Naves used the sulfite method and determined the presence of citral by the m.p. of the naphthocinchoninic acid 200-201°. No depression of mixed melting point.



Battery of Sharpless Centrifuges which separate the oil from juice and other products in orange and lemon oil manufacture.

With a view to proving conclusively that citral is actually present in California sweet orange oil, we submitted this oil in our laboratories to a closer investigation. Preparing first the terpeneless oil and applying Tiemann's sulfite method we isolated an oil of unmistakable citral odor. The naphthocinchoninic acid melted at 199° C. and showed no depression of mixed melting point. The semicarbazone melted at 130-131° C. indicating that citral occurs in the California sweet orange oil as a mixture of the α and β isomerides. From the mixture of α and β semicarbazones we isolated the α compound, the crystals of which melted at 163° C. A more detailed report will follow in a separate paper.

H. D. Poore²⁵ found as further constituents of the California oil:

formic acid—reduction of $HgCl_2$ to $HgCl$; precipitate and mirror when warmed with $AgNO_3$.

acetic acid—formation of p-nitro benzyl acetate according to Reid²⁶; m.p. 77-78°.

caprylic and capric acid—like acetic acid found after the fractionation residue had been steam-distilled, the oil freed from aldehydes with $NaHSO_3$ and saponified. Analysis of the Ag salts indicates capric and some caprylic acid.

octyl alcohol—small quantities isolated as primary alcohol by the phthalic anhydride method, from the oil remaining after saponification of the aldehyde free fractions. Oxidation with chromic acid mixture to caprylic acid and analysis of the Ag salt.

an olefinic alcohol $C_{10}H_{18}O$ —closely related to linalool, was isolated from the oil remaining after the treatment with phthalic anhydride. The fraction 84-88°/10 mm. was especially examined for

linalool and terpineol but all attempts to form the phenylurethane, nitrosochloride and terpin hydrate, gave negative results. After the fraction had remained for four months in a sealed tube in the ice box, a phenylurethane, m.p. 60-61° was obtained under certain conditions only.

linalool—only traces were identified by oxidizing a small portion of the same fraction and isolating the aldehyde with sodium bisulfite. A drop of oil with the odor of citral was obtained.

It seems worth while that these alcohol fractions be once more investigated. Naves²⁷ when investigating the oil from Guinea oranges found the corresponding fractions (freed from aldehydes and primary alcohols) to consist of d-linalool;

b.p. 80-82°/10 mm; $d_{4}^{17} = 0.8684$;

$n_D^{17} = 1.46225$; $\alpha_D = +17^\circ 15'$;

m.p. of phenylurethane 66°. It is accompanied by some d- α -terpineol, b.p.

98-102°/10 mm; $n_D^{20} = 1.4831$; m.p.

of phenylurethane 111-112° (no lowering in a mixture).

a white amorphous compound m.p. 62-63°—which did not yield to crystallization was found by Poore²⁸ in the distillation residue.

Oil Of Grapefruit

Some of this oil is produced in California but not a great deal. California Fruit Growers Exchange produces small amounts but only when they produce canned (Continued on page 95)

REVIEWS OF TECHNICAL BOOKS

□ SOAP, PERFUMERY & COSMETICS YEAR BOOK AND BUYER'S GUIDE, Edited by the staff of Soap, Perfumery & Cosmetics. 198 Pages. London, 1937. Price 10s. 6d.

The volume which is in the nature of one of the usual "buyers' guides" issued by many publications surpasses most of them in the volume of useful and constructive information which it presents to the reader. It is far more than a catalog of advertisers such as we have come to expect in works of this kind. In addition to the directory sections it contains such useful material as germicidal tables, incompatibles, cosmetics and their coloring matters, statistics on production, and much other valuable matter. It is certainly well worth its stated price (roughly \$2.75 in U. S. currency) even though the buyers' guide section which deals with British firms only will be of very little value to the American industry.

□ THE REACTIONS OF PURE HYDROCARBONS. By Gustav Egloss. A. C. S. Monograph Series, No. 73, Reinhold Publishing Co., New York, 842 pp., price \$16.75.

The volume of published chemical research has become so great that monographs of this kind should always be welcome. Indeed it has become difficult for an author to review even the limited subject matter within the relatively narrow confines of a "monograph" without the assistance of others. In the present instance the author acknowledges the assistance of Malcolm F. Dull, Margaret Kurbatov, Badona L. Levinson, C. D. Lowry, Jr., C. I. Parrish, R. E. Schaad, C. L. Thomas, H. S. Bloch, Prudence van Arsdell, George Hulla and Edith Wilson.

Many petroleum chemists and also those familiar with terpenes will hardly agree with the statement that "Terpenes have also been isolated from crude mineral oils of Galicia, Rumania; Grozny and Baku of Russia; Canada; Beaumont, Texas; and Java." A reference is made to Engler and Höfer, in the case of the Java oil, but Engler and Höfer never identified any terpene from crude petroleum but spoke rather loosely of terpenic hydrocarbons. Some of

the Gulf Coast petroleum yield fractions having a marked terpene-like odor but do not resemble terpenes in any other respect. The author treats isoprene and rubber in the chapter on Terpene Hydrocarbons and beutadiene, myrcene, and other dienes are discussed in an earlier chapter.

The theories of hydrocarbon decomposition and polymerization are impartially discussed. The quantity of data compiled and presented is enormous. The author had indeed a rather difficult job in appraising and correlating, if possible, all the work of the earlier hot-tube chemists with the excellent recent work of Hurd, Pease, Spence, Frolich, Tropisch, Ipatieff and others. The value of the book is greatly enhanced by an excellent index.

B. T. BROOKS.

□ HAARKRANHEITEN UND KOSMETISCHEN HAUTLEIDEN. By Prof. Dr. R. O. Stein, 218 pages, 6 illustrations. Julius Springer, Wien, 1935. Price: paper, RM 12.60; boards, RM 13.80.

From twenty years of clinical experience, this Viennese dermatologist has prepared a comprehensive yet concise treatise on what may be called the cosmetic disorders of the skin and hair; that is, those conditions which detract from the appearance but which are too often passed over by busy dermatologists because they are "annoying but not dangerous."

The first part comprises six chapters devoted to a good general description of the hair; superfluous hair; grayness and hair dyeing; abnormalities of structure, color, etc.; and a fairly exhaustive discussion of all forms of baldness. The relationship described here between loss of hair and the administering of thallium salts is especially good.

In Part II, devoted to cosmetic disorders of the skin, are discussed pigment anomalies, birthmarks, tumors, acne conditions, and all disturbances of the oil and sweat glands. As suggestions for preventing or correcting the signs of age, the author briefly touches on the merits of massage, diathermy, plastic surgery, and the local external application of or-

gano-therapeutic agents. All the acceptable and appropriate methods of treatment—drug therapy, light therapy, electricity, X-rays, etc., are presented with clinical evidence in the discussion of each condition throughout the text.

The book is well written in language suited to the author's professional colleagues and students, and well documented with references to the work of other investigators. It aims to define the scope of cosmetic dermatology and be a guide to those whose interest might prompt them to further study. It should serve this purpose admirably.

FLORENCE E. WALL.

□ THE HAIR IN HEALTH AND DISEASE, by E. Lawrence. Pitman Publishing Corp., N. Y. C. 1936. 8½ x 5½ inches. Price \$1.75. 180 pages. This book is composed of eight chapters and an index, with illustrations. In chapter one, the author shows "our lack of scientific precision in matters which concern us so intimately," and calls this chapter What Do We Really Know? Many interesting observations and reviews are made in regards to light and dark skinned peoples and their hair. The effect of disease on hair is stressed. "In the case of rickets, the hair becomes scanty, thin and coarse; the skin dry; the scalp covered with fine branny scales."

Ingam's work regarding idiosyncrasy is strongly pointed out. The role of idiosyncrasy in cases of hair dyes is reviewed. The role of heredity in baldness and other diseases is given. The final chapter gives 15 deductions and conclusions. Interesting, and should be in everyone's library.

M. G. DE NAVARRE

□ CANDLE MANUFACTURE WITH SPECIAL REFERENCE TO TROPICAL CLIMATES, by Dr. N. N. Godbole. 29 Pages. Benares Hindu University, Benares, India, 1937. Price 2 Rupees (4 shillings).

Dr. Godbole is an expert in his line and has turned out a treatise on hot weather candle making which should be of great value to those engaged in this industry. Technical information and formulation seem excellent and the descriptions and illustrations of equipment and machinery are adequate.

S. L. M.

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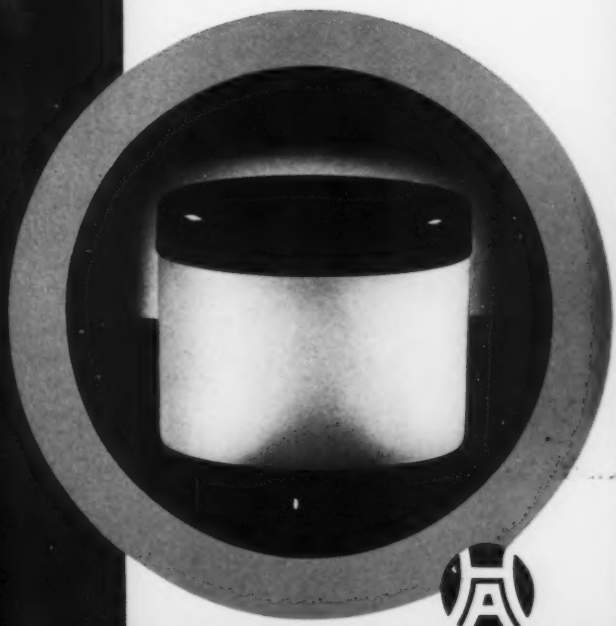
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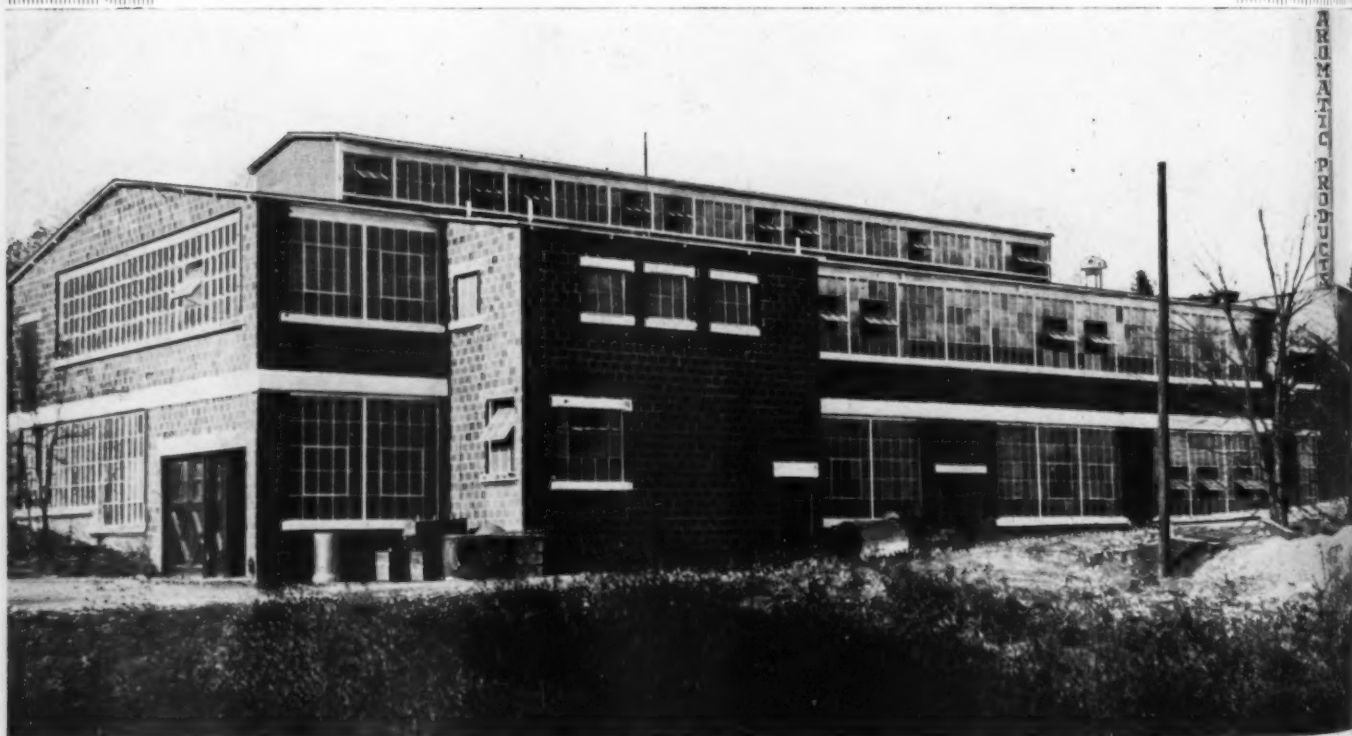
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NEWS and EVENTS

Angela Varona Moves Salon

Angela Varona has moved her facial treatment salon to the mezzanine floor of the Waldorf Astoria Hotel, New York, adjoining the hairdressing salon of Michael of the Waldorf. This arrangement will enable clients to take advantage of Miss Varona's treatments before having their hair dressed. The salon is air cooled and the treatment booths are attractively and comfortably furnished.



Miss Varona

Miss Varona has also leased a strikingly handsome reception room, immediately below the salon, directly off the main lobby of the hotel. The room is lined with amber mirrors and the Varona preparations are attractively displayed on recessed glass shelves in the walls. Smart modernistic counters are on either side of the room, and comfortable chairs, lamps and flowers create a cozy and intimate atmosphere. Miss Varona has made a specialty of beach kits, in all sizes and colors, and these are also displayed on the counters and tables around the room, as well as in the treatment booths.

Settle Cosmetic Labor Difficulties

The dispute between the drug and chemical workers union and Joubert Cie., New York cosmetic manufacturer, has been settled. An agreement between the union and the company has been signed and, after arbitration, employees discharged during the trouble have been re-instated in their former positions.

Several other cosmetic companies are in difficulties or negotiations with the union which is a C.I.O. affiliate. Complaint against Carlova, Inc., in St. Louis has been filed by the C.I.O.

which charges that all employees are members but that there has been complete failure of collective bargaining negotiations. According to New York C.I.O. officials, rapid progress is being made toward unionizing workers in the cosmetic field but in few instances are any difficulties anticipated and general strikes throughout the industry are most unlikely.

Thomas in Europe on Investigation Trip

H. Gregory Thomas, director of the Board of Standards of the Toilet Goods Association is now in Europe. He expects to visit Germany, Czecho-Slovakia and Austria and will contact scientific circles there regarding the latest developments in cosmetics as well as in vitamins and hormones. Much research on these subjects is being conducted at Budapest and Vienna and Mr. Thomas will spend some time at both of these places.

Hirestra Laboratories in Larger Quarters

O. C. Olin, general manager of Hirestra Laboratories, Inc., has announced the removal of its offices to larger space in the same building at 551 Fifth Ave., New York. The immediate and tremendous success of the advertising campaign and the rapid public acceptance of the company's "Endocrine" require materially enlarged offices. Several members including Clarissa Howland, a registered nurse, have been added to the staff.

Coty Shows Sound Film

An educational motion picture, depicting the manufacture of "Air-Spun" face powder and the creation of perfumes was shown by Coty last month at a cocktail party for beauty editors, held at the Park Central Hotel in New York.

After the showing of the picture, W. B. Neuberg, advertising manager, exhibited the new Christmas packages and sets to be featured by the company. A great variety of sets were included, containing perfumes and make-up items, to be sold at a wide range of prices. The "Emeraude" line of packages were particularly interesting, and some of these are shown on page 37.



This attractive window was shown by Bonwit Teller in New York in connection with their promotion of the Prince Matchabelli Georgian Carnation Eau de Cologne. The entire main floor of the store was perfumed with the fragrance by means of the cooling system, and elevator cards and counter cards called attention to the product.

Poses Now President of Vantine-d'Orsay

J. I. Poses for some years vice-president of A. A. Vantine Products Corp., New York, and subsidiary companies, has been elected president of the company and of d'Orsay Sales Corp. Mr. Poses succeeds L. D. Bloch, who has headed the organization for some years. Mr. Bloch has resigned and is now taking an extended European vacation.



Mr. Poses

Mr. Poses is well known throughout the industry. He is secretary and a member of the board of the Toilet Goods Association, was a member of the Code Authority for the Perfume, Cosmetic and Allied Industries, and has been connected with the industry for many years. M. G. Condon has been elected vice-president and secretary of Vantine and A. B. Faragoh, secretary and vice-president of d'Orsay. Mr. Poses is also treasurer of both corporations.

J. H. Paterson on Vacation

J. H. Paterson, general manager of F. N. Burt Co., Ltd., Buffalo, N. Y. cleared his desk August 1 and left Buffalo for the Connecticut coast, where he will remain the entire month on vacation. His absents himself from business for a month bespeaks his opinion that, while there was a slight lull in buying commitments for a few weeks, his company's business for late Summer and Fall will comfortably tax its facilities.

Chemical Exposition Offers Slogan Prizes

A slogan contest for a brief statement best expressing the aims and benefits of the chemical and chemical processing industries will form part of the Sixteenth Exposition of the Chemical Industries at the Grand Central Palace, New York, December 6 to 11. Eleven prizes including a grand prize of \$250 are offered for the best slogans. The contest closes September 18 and prizes will be awarded at the exposition. Complete details may be secured from the managers of the exposition at the Grand Central Palace, New York.

H. B. Thomas New Centaur Co. Head

Harold B. Thomas, vice-president of the Centaur Co., makers of Fletcher's Castoria and "Z.B.T." baby powder, has been named head of the company to succeed the late Frank A. Blair, according to an announcement from Dr. William E. Weiss, chairman of the board of Sterling Products.



Mr. Thomas

Mr. Thomas has been vice-president of the Centaur Co. in charge of sales and advertising since 1931 and has been allied with the drug business continuously since 1923 when he joined the Kolynos Co. He later joined Lewis Brothers, makers of "Vitalis." Subsequently, "Vitalis" was sold to Bristol-Myers Co.

He is vice-chairman of the board of the Association of National Advertisers and a member of the board of the Drug and Chemical Section of the New York Board of Trade.

Cosmetic Golfers At Plandome

Braving a torrential rainstorm, more than fifty members of the cosmetic and drug industries journeyed to the Plandome Golf Club on Long Island, July 15, to play as guests of Charlie Darr of Harriet Hubbard Ayer, Inc. They began arriving at 9 A.M. and many played morning and afternoon rounds over the rain soaked course, making scores which were excellent considering the weather. A fine luncheon and a superlative dinner were served at the club.

A Correction

In a description of the packages of Fabergé, Inc., New York, appearing under the heading "New Products and Processes" in our July issue, it was erroneously stated that the company was a manufacturer of "fine American perfumes". Fabergé, Inc., has advised us that the company does not manufacture its perfumes in America, but imports them in bulk from abroad.



The sales force of the Houbigant Sales Corp. on an outing on Long Island Sound July 8. A convention was held at the main offices of the company during the week of July 5th at which future sales plans were discussed by Pierre Harang, sales manager. The outing included a yachting party with luncheon and entertainment.

Miss McLeod Opens Consulting Offices

Edyth Thornton McLeod has resigned from the A.M.C. department store group where she has been promotion specialist for the last two years. She has opened offices at 411 East 53rd St., New York for cosmetic counsel to manufacturers. Prior to her connection with the A.M.C. group, she was for many years with Elizabeth Arden in an executive and promotional capacity.



Miss McLeod

During her connection with the A.M.C. Miss McLeod devoted her time to re-styling and re-packaging the private brand lines of the chain, work in which she particularly excels. A new perfume was also perfected under her direction. She is known especially in the industry for the lectures and fashion and beauty shows which she has staged in all leading centers from Coast to Coast, and for her recent successful book, "How to Sell Cosmetics." This work will be used as a textbook in a school for cosmetic sales training which she will open in the Autumn. Her many friends in the industry and among the buyers will join us in wishing her every success in her new enterprise.

Alter Returns from Paris Exposition

I. Alter, president of the A'Cadia Powder Puff Co., New York, has returned from a trip to London and Paris. In the latter city he visited the international exposition.

Tarsaidze Organizes Parfums Chevalier Garde

A. Tarsaidze, formerly an executive of Prince Matchabelli Perfumery, Inc., New York, has organized his own company, Parfums Chevalier Garde, Inc., named after a famous Russian guards regiment. He is president and treasurer of the company and Prince W. V. Eristoff is vice-president and secretary. Offices have been taken in the Heckscher Building, 730 Fifth Ave.,

New York and plans call for the immediate introduction of three perfumes, toilet water, and face and dusting powder. Make-up items will be added to the line a little later.

A European office will be opened at 8 Rue Degas, Paris in charge of Princess Mary Eristoff, well-known expert on styles, who will advise the company in fashion co-ordination. The products of the company will be made in Paris and packaged here.

Zucker Resigns from Hudnut of Canada

Richard D. Zucker, for the last two years manager of the Canadian branch of Richard Hudnut, New York, with headquarters in Toronto, has resigned. He has not as yet announced his plans for the future.

Breeze Visits Bush New York Offices

Frederick C. Breeze, sales manager of W. J. Bush & Co., (Canada) Ltd., Montreal, was a visitor to the New York headquarters of W. J. Bush & Co., Inc., New York, early in July. Mr. Breeze spent several days in conference with the officials of the American company.

Darlington Recovering From Recent Illness

H. S. Darlington, president of A. H. Wirz, Inc., Chester, Pa., is recuperating from his recent illness at Dodge Pond, Rangeley Lakes, Maine, the summer home of his friends, Mr. and Mrs. M. Herbert Paul. Mrs. Paul will be remembered as the widow of A. Herman Wirz.

Lelong Heads Paris Couturiers Organization

Lucien Lelong, well-known Paris couturier and head of the Paris house of Lucien Lelong, has been elected chairman of the Chambre Syndicale de la Couture. The syndicate includes all of the leading Paris dressmaking establishments and employs more than 20,000 highly skilled workers.



Mr. Lelong

Because of present difficult conditions, it is both an honor and a grave responsibility to be elected its head for the coming year.



A charming and unusual window display of the Dorothy Gray Salon on Fifth Avenue, New York, which has attracted a great deal of attention. The objects used in this display are all in miniature sizes.

Stein-Brill Corp. Changes Name

Brill Equipment Corp., is the new name of the former Stein-Brill Corp., New York. Only the name has been changed, management and policies remaining as they have been in the past.

The company has opened an office and warehouse in the Mart Building in St. Louis, in order to better serve its rapidly growing list of clients in Mid-Western territory. Both offices specialize in machinery and equipment for a wide range of industries including soap, cosmetics and drugs. The St. Louis branch is also representing several nationally known manufacturers in that territory.

McGiveran Named Owens Advertising Mgr.

Stanley J. McGiveran, formerly assistant general sales manager of the glass container division, Owens-Illinois Glass Co., has been appointed to the newly created position of director of advertising for the parent company. Mr. McGiveran's appointment is in line with the organization of a parent company setup to work with major



Mr. McGiveran

Owens-Illinois subsidiaries and divisions in planning their advertising and publicity activities. These major divisions and subsidiaries include: Owens-Illinois Pacific Coast Co., Owens-Illinois Can Co., Libbey Glass Co., Owens-Illinois Industrial and Structural Products Division and the Owens-Illinois Glass Container Division with its numerous lines.

Consolidated Holds Annual Outing

The fourth annual outing of the employees of Consolidated Products Co., New York, was held recently at Sundance Lodge, Caldwell, N. J. A fleet of more than 40 automobiles, headed by Mr. A. M. Kahn, president, carried the party to the picnic grounds where baseball, golf, and handball contests were enjoyed.

First prize went to the man who arranged the display of "Rebuilt Machinery" on one of the trucks.



In the above photograph taken in Kobe, Japan, Mr. McGauley is shown in the center, seated in customary Oriental fashion, surrounded by officials of Nippon Koryo Yakuhin Kaisha, Ltd., and their guests, who made Mr. McGauley's visit the occasion for a "Suki-yaki" dinner in his honor.

McGauley Returns from World Trip

John M. McGauley who, with John Corson, is in charge of export sales for Dodge & Olcott Co., recently completed an extended business trip to the Orient and Australia where he visited agencies of the company in Sydney and Melbourne, Australia, Shanghai and Hong Kong, China; and Kobe, Japan.

From New York, Mr. McGauley flew to San Francisco, sailing on the *Asama Maru* from that port to Yokohama by way of Honolulu. Succeeding stops were made in Tokyo, Kobe, Osaka, Shanghai and Hong Kong.

Mr. McGauley next went to Australia stopping at Singapore and Batavia. An interesting phase of the trip was an airplane trip over Java, with subsequent stops on the connecting boat at Soerabaya, Bali and Brisbane. In Sydney, agents of the company were visited for the first time. On the return trip, Mr. McGauley stopped at Suva, capital of the Fiji Islands, Pago Pago, Honolulu, and Los Angeles. From there, he flew back to New York.

Mr. McGauley was educated at Phillips Andover Academy and Yale University from which he was graduated in 1933. He then joined the International Magazine Co. where he continued until February, 1936 when he joined Dodge & Olcott Co.

Goldschmidt Changes Canadian Agents

Th. Goldschmidt Corp., New York, has changed its agency arrangement in Canada and in the future will be represented by Chas. Tennant & Co., Ltd., Toronto. The company will act as sales agents for Goldschmidt emulsifiers and preservatives throughout the Dominion and will carry stocks for direct shipment from its headquarters at 372 Bay St., Toronto.



Joseph B. Blakiston, recently appointed treasurer of A. H. Wirz, Inc., Chester, Pa., was installed as vice president of the Rotary Club at the local Club on July 7. For a number of years, Mr. Blakiston has been an active Rotarian and in addition devotes much of his time to civic, educational and social work.

The American Perfumer

Webb Sails For Vacation Abroad

R. Righton Webb, treasurer of W. J. Bush & Co., Inc., New York City, accompanied by Mrs. Webb sailed on the *Britannic*, July 24 for his annual conference with J. M. Bush and other executives of W. J. Bush & Co., Ltd., in London. Mr. and Mrs. Webb plan to visit the Paris Exposition, after which they will return with their son Richard, Jr.



Mr. Webb

The lad has been attending summer school at Hayward's Heath, Sussex, England, where he has been since he attended the coronation festivities in London last May.

Mefford Named Calavo Agents

Mefford Chemical Co., Los Angeles, has been appointed selling agents for the avocado oil produced by the Calavo Growers Exchange. Cold pressed and bleached oils are available and a reduction in price has been made to make the oil more readily available for use in cosmetics.

Polak's Frutal Works In New Quarters

Polak's Frutal Works, Inc. is now located in its new plant at 3614-35th St., Long Island City, N. Y. The building is



Mr. Vles and Mr. ter Veer

a two-story and basement concrete structure affording about 20,000 sq. ft. of floor space which will enable the company to care for its increasing volume of business. An adjoin-

ing lot owned by the concern provides space for later expansion.

Research laboratories; executive offices of Eric Vles, treasurer, and John ter Veer, secretary; and the business offices are located in the forward part of the building. The balance is devoted to storage space for carrying large stocks at all times.

Polak's Frutal Works was established in Amersfoort, Holland, by Jacob Polak, now president of both the foreign and the American companies and the late Henry Polak. Both Mr. ter Veer and Mr. Vles have been with the concern for about 20 years. Mr. ter Veer has been with the American company since 1923 and Mr. Vles since 1928.

Dr. Bollmann Visits America

Dr. M. Bollmann, in charge of manufacturing perfume raw materials for Agfa in Germany, has been making his first visit to America. He



Dr. Bollmann

has been making his headquarters with The General Drug Co., New York City, from which point he has made trips to the company's various plants and to industrial centers in the United States.

Dr. Bollmann stated that he was much impressed with the industrial development in this country and praised very highly the technical and mechanical development, not only in the chemical industry, but in other industrial lines which he has observed.

He said that it is his earnest wish to see a firm friendship developed between Germany and America.

The underlying object of his visit here was to obtain a first hand view of the needs of the American market for his country's products. He sincerely hopes to again visit the United States in the near future.

Schwarz Celebrates Business Anniversary

Samuel Schwarz, president of Polak & Schwarz, Ltd., Zaandam, Holland, has just celebrated the twenty-fifth anniversary of his

connection with that company. His many American friends will join us in hearty congratulations on his anniversary. His company is represented in the United States by Polak & Schwarz, Inc., New York.

Kammer Named Vice-Pres. by van Ameringen-Haebler

August F. Kammer, who has been associated with the perfume and toilet preparations industry for many years through his executive affiliation with the Carr-Lowrey Glass Co., and who is one of the best known men in the industry, was appointed vice president of van Ameringen-Haebler, Inc. July 1. He will be primarily interested in sales in the



Mr. Kammer

New York territory.

During his years of work in the industry, he was responsible for the creation of many of the modern packages used today for fine cosmetics and among them are some outstanding successes.

Despite the demands of his work, Mr. Kammer was interested in association work and served on the convention committee of the Manufacturing Perfumers' Association and later the American Manufacturers of Toilet Articles. He also won distinction on the golf links, winning the amateur golf championship of New Jersey three years in succession and also capturing numerous other trophies in association and other tournaments.

This month Mr. Kammer with his son, Fred, finished second in the Metropolitan Father and Son Tournament at Garden City; and also with his son, Lowrey, he won the New Jersey Father and Son Tournament. Incidentally, Mr. Kammer has won six of these tournaments, three with each son.

Mr. Kammer brings to his new task an unusually wide acquaintanceship in the trade and an intimate knowledge of the industry gained through many years of association with it. For some time recently, he has spent his time in the factory and laboratories of van Ameringen-Haebler, Inc. familiarizing himself with the products of the concern.

Beyer Now Vice-Pres. of P. R. Dreyer, Inc.

P. R. Dreyer, Inc., announces that Fred J. Beyer has been appointed vice-president. Mr. Beyer was educated at Pratt Institute and in 1916 joined the Antoine Chiris Co. In the spring of 1922, he was in France studying the flower industry in Grasse and compounding in Paris. Subsequently, in 1923 and 1924, he was financial-



Mr. Beyer

ly interested in the firm of Fox & Clarke; and since then, he has had sales promotion experience with various essential oil houses. On December 10, 1934, he joined P. R. Dreyer, Inc. as salesman chiefly in the metropolitan territory; and July 16 of this year he was made vice-president. The other officers of the company are: Frederick Theile, president; and Paul Schaupp, treasurer.

Stevens to Represent Molyneux Perfumes

George A. Stevens, formerly president of Groville Sales Corp., has organized George A. Stevens, Inc., and will handle the account of Molyneux in the United States. Mr. Stevens made arrangements for this account on his recent trip abroad. His offices are located at 41 North Moore St., New York, and his plans include sale of the perfumes in exclusive outlets, one in each principal city. Three New York stores have been selected and the Mangin stores on the Coast will handle the line in that territory.

Fritzsche Honors Miss Mary G. Neary

The membership of Fritzsche's exclusive Quarter of a Century Club is growing! On July 15, Miss Mary G. Neary, secretary to F. H. Leonhardt, president of Fritzsche Brothers, Inc., was admitted as the ninth member of the organization to be so honored.

Arriving at her office the morning of her anniversary, Miss Neary found it a profusion of flowers appropriately set off with decorations of silver. Awaiting her, also, were the congrat-

ulatory letters, telegrams and cables from a host of well-wishing personal and business friends. Later in the day, during a luncheon tendered in her honor at the Hotel New Yorker, she was made the recipient of a substantial Government bond as an expression of appreciation for her faithful services from the executives of the company. A diamond-studded wrist watch, the gift of her fellow employees, was presented as were other individual remembrances.

In addition to Miss Neary, Fritzsche's Quarter of a Century Club now includes the following members: F. H. Leonhardt, W. A. R. Welcke, George L. Ringel, Ben F. Zimmer, R. R. Redanz, Robert Waugh, Francis Riley, and Miss Mae Caufield.

Dr. Clemens Oscar Kleber

Dr. Clemens Oscar Kleber, one of the foremost essential oil chemists of the world and head of the Clifton Chemical Laboratory, Clifton, N. J.



The Late
Dr. Clemens Kleber

Coming to the United States in 1893, he became associated with Fritzsche Brothers, Inc., New York, and managed the company's plant at Garfield, N. J., which was sold in 1900 to the Heyden Chemical Works. He organized the Clifton company in 1906 and headed it until his death. This company manufactured numerous products for Fritzsche Brothers, Inc., and Dr. Kleber was closely associated with Fritzsche in a consulting and advisory capacity for many years.

He was the author of many scientific treatises on essential oils, the originator of several important methods of analysis and for more than twenty years, contributing editor on essential oils for *The American Perfumer*. He also was a frequent lecturer at Columbia University and a speaker before leading scientific bodies. Surviving is his daughter, Mrs. Marie Kleber Thienes who resides in Clifton.

Chauncey Clark Woodworth

Chauncey Clark Woodworth, former perfume manufacturer of Palm Beach, Fla., died at the Park Lane Hotel, New York, July 14 at the age of 53. Mr. Woodworth was a grandson of the founder of the former Woodworth Perfumery Co., of Rochester. He was born in that city and educated at Hale School and Williams College. After leaving college he entered the brokerage business but soon purchased a controlling interest in the perfume company which he retained until about ten years ago when the firm was sold to Bourjois Inc., New York, which still maintains and operates the Rochester plant.

Upon his retirement from business, Mr. Woodworth moved to Palm Beach where he took an active part in civic and charitable affairs. He was a member of several clubs in Palm Beach, New York and Rochester. Surviving are his widow, a son, Chauncey C., of Los Angeles, Calif., and a daughter, Barbara Woodworth Salembier of New York. Funeral services were held in Rochester.

Dr. Jacob Diner

Dr. Jacob Diner, 67, founder and dean of the Fordham University School of Pharmacy, New York, died July 25 at Amityville, L. I. Dr. Diner was also a founder and first president of the New York Academy of Pharmacy, past president of the New York State Pharmaceutical Association, a member of the Pharmacopoeia Revision Committee and of the State Board of Pharmacy.

Dr. S. Dana Hubbard

Dr. S. Dana Hubbard, prominent New York physician and member of the New York City Board of Health for more than forty years, died July 12 at the age of 68. Dr. Hubbard was actively connected with the enforcement of local health regulations especially those involving cosmetics and proprietary remedies.

Mme. Jean Joseph Charabot

We record with regret the death in Grasse on July 22 of Mme. Jean Joseph Charabot, mother of Dr. Eugene Charabot, head of Charabot & Cie. Mme. Charabot was 89 years of age. Funeral services were at Grasse, July 23.

CANADIAN NEWS and NOTES



Jergens Plant Being Enlarged

Announcement is made of the addition of a fifth story to the plant of Andrew Jergens Co., Perth, Ont. Work is also in progress on a new one-story building near the main plant while a general modernization of all premises is being carried on at the same time.

Hill Elected T. M. A. President

Jack Hill was recently elected president of the Travelling Men's Auxiliary to the Ontario Retail Druggists Association. The auxiliary recently held its annual meeting at Kingston at which W. W. Stephens, general manager of Drug Trading Co., spoke briefly.

Kennedy Returns From England

J. R. Kennedy, president of the United Drug Co., Ltd., recently returned from an eight-week trip in Britain and Europe which he describes as one of the most profitable and constructive eight weeks he ever spent. He visited Great Britain, France, Germany and Switzerland and attended the world convention of "Rexallites" at London. He also attended the Coronation and the Paris Exposition in addition to making a large number of business calls which gave him an excellent

opportunity to see British and European business methods at first hand.

"For a country which is not convention-minded," he declared, "England certainly put on a wonderful show, probably one of the largest conventions ever held in England, with 775 Rexallites present from every corner of the globe. Everything was carried out with amazing precision even to the minutest detail, striking evidence of the English reputation for thoroughness."

Toiletries Output Shows Improvement

Latest available figures by the Dominion Bureau of Statistics show that during the year 1935 total production of toilet goods in the Dominion of Canada amounted to \$6,017,944 at factory costs. Since then the industry has recorded steady increases in volume of business done.

However, despite the large sales rolled up every year in toilet articles which sales continued to grow even throughout the depression, there are still a large number of druggists who say that they have not yet been able to turn their toilet resales into profits either because they have not been able to make enough of them or because expenses and investment in the department has been out of line with the average margin of profit secured.

The druggists who have built up a good volume of business in toilet goods but find they are not showing the profit they should, are obviously

faced with a problem of revising buying practices and maintaining better stock control. It appears to be a question of management and one that has been dealt with by many druggists who have taken the time to analyze their stock and turnover.

The percentage of toiletry sales to total stores vary widely as among different stores and also the percentage of total toiletry sales accounted for by drug stores in different cities and towns. One survey of the Canadian market recently showed that the percentage of toiletry business in different cities and towns accounted for by the drug stores varied from 3.5% to 69.9%. While this wide range would undoubtedly be influenced to some extent by the existence or non-existence of a departmental store in the community, it was pointed out that the percentage depended upon whether there were two or three druggists in the town who had developed the toiletry department to the point where they could successfully meet competition.

Ash-Temple Has "Pyrafrice" Agency

The Ash-Temple Co. Ltd., Toronto, is distributor for "Pyrafrice," the new non-abrasive tooth powder which is being marketed to selected druggists in all localities. It has been demonstrated to the dental profession, many of whom are said to be prescribing it. The price is protected and full profit margins for druggists are maintained.

Druggists Hold Joint Convention

The joint convention of the Canadian Pharmaceutical Association and the Ontario Retail Druggists' Association which was held in Kingston last month, provided many interesting highlights. The total registration was in the neighborhood of 500 and the convention which lasted four days provided ample time for business sessions and enjoyable entertainment.

The session covered a wide range

of subjects from merchandising to the professional aspect of the drug trade. Some of the subjects included 1. Changes in professional practice. 2. New developments in treatment of diseases. 3. Need for closer co-operation between pharmacists and physicians. 4. Need for greater specialization on the part of the druggist to cope with new conditions and developments. 5. Legislation governing business practice in various provinces, including taxation, wages, working hours, etc. 6. Wider adoption of new standardized medicines approved by physicians and pharmacists.

The foregoing subjects represent the field of effort and indicate the steps that have been taken to deal with the professional and commercial problems of the pharmacists. It is felt that one of the important essentials is the establishment of proper relationship between the commercial and professional elements involved.

Among the important speakers at the Convention were Dr. E. Fullerton Cook, Philadelphia, Pa., Dr. R. O. Hurst of the Ontario College of Pharmacy, Professor C. C. Clark of The Ontario College of Pharmacy, Dean E. L. Woods of Saskatchewan, Frank J. Hoag, Kingston and others.

W. E. Dunlop was elected to the post of President of the Ontario Retail Druggists' Association for the coming year at the Kingston Convention. Mr. Dunlop, whose store is located in Dundas, Ontario, is a popular and active figure in the Ontario Retail Druggists' Association and has been well known in the drug trade for many years. He succeeds C. T. Dolan who retires after a successful year. Mr. Dolan was congratulated on the manner in which he presided over the four day Convention.

It was decided to hold the next Annual Convention of the Canadian Pharmaceutical Association at Edmonton, Alberta—while in the following year, 1939, the convention will go to Halifax, N. S.

Slemin on Trip to Pacific Coast

G. A. Slemin, general sales manager of the National Drug & Chemical Co. of Canada, is on a business trip to the Pacific Coast. En route he is holding a series of sales meeting to discuss important merchandising developments.

NEW PRODUCTS AND PROCESSES

Under this heading are published brief articles concerning interesting new products and processes offered in the industry. The material is in every instance furnished by the sponsor of the product and the article is not to be considered an endorsement by this journal. Further information regarding any of the items mentioned will be sent on request.

Bromo-Mint's Counter Display

The Bromo-Mint Co., Inc., of Selinsgrove, Pa., is featuring with great success its "individual dose" counter display carton containing 24 separate Kimble Glass Vials, each packed with exactly one dose of Bromo-Mint. These Kimble small



glass containers introduce convenience, attractiveness and sanitation into the dispensing of this popular product. The vials are moisture-proof, easy to use or carry, and stimulate sales through display value and eye-appeal.



Fritzsche Brothers, Inc. has adopted re-styled labels for its entire line of essential oils and aromatic chemicals. Hereafter, these products will be identified by labels printed in black and red against a golden yellow scroll background embodying the name "Fritzsche Brothers, Inc."



Dodge & Olcott Co., New York manufacturers and importers of essential oils since 1798, has adopted a modern improved dressing for its bottles with convenient Bakelite top stoppers, and labels in brown and gold on white.

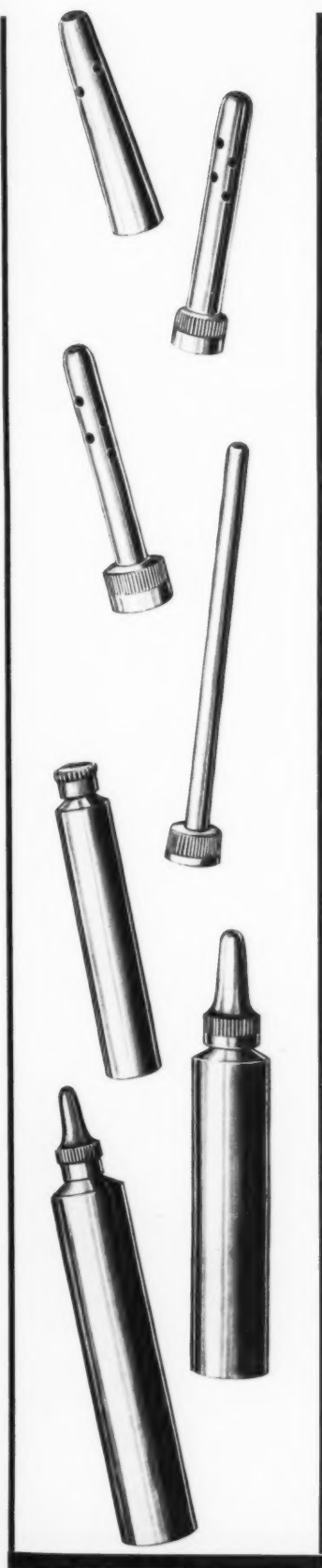
Sulfur Base

Kobbé Laboratories, Inc., New York, has developed a new 20% sulfur base which is of interest on account of its high sulfur content, miscibility with oils and transparent color. This is soluble in petroleum oils, animal oils, vegetable oils, various waxes and in alcohol. It is advanced in connection with the formulation of various pharmaceutical and cosmetic preparations particularly hair tonics, shampoos and scalp salves.

AVOCADO OIL

Avocado trees grow profusely in the various temperate regions of Colombia largely in a wild, uncultivated state. The fruit is used primarily as a foodstuff, but within recent years a small demand has resulted from the cosmetics industry which extracts the oil to use in the preparation of lotions and other products. Avocado oil (obtained by a naphtha solvent process) is used most in the production of fine toilet soaps but smaller quantities are employed in the manufacture of lotions, hair dressings and tonics and creams. Chemists report that oil content averages from 10 to 12 percent, and the content seems to be highest in the over-ripe fruit. Insofar as is known locally, the seed of the avocado does not contain oil. (Assistant Trade Commissioner Jack B. Neathery, Bogota.)

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NEW YORK MARKET REPORT

THE ability of the majority of raw materials which go into the manufacture of toilet goods, cosmetics, and perfumes to withstand the usual summer dullness, and the many obstacles such as conditions abroad, and labor and political uncertainties that exist at home, is regarded by not a few as a good indication of strength. Even those articles which registered occasional setbacks were in a very nervous position, in some cases showing a partial recovery and in others a complete one. Raw material costs and the uncertainty concerning the replacement of many articles are factors that seem to stand in the way of any possibility of a major decline in quotations.

Mace and nutmeg oils displayed a heavier tone during the early part of the period under review only to be followed by a recovery toward the close. Citronella showed an improved tone as the result of higher cables from primary markets. The tension between China and Japan caused a little flurry in a few articles namely brown camphor oil derivatives, anise and cassia.

The action of domestic oils fur-

nished the outstanding feature over the past month. Erigeron was sharply higher. Wormseed displayed a hardening tendency and mint oils turned decidedly firmer. Peppermint which had been practically at a standstill for a long period became more active. Whether the upward trend in prices will be extended remains a question, but even the most conservative members in the trade point out that the market is in a distinctly firmer position, and that new oil is likely to be of poor quality.

Reports of poor crop conditions are not at all unusual during the growing period, thus prices here have been rather slow in reflecting the firmer conditions in the country. A month ago it was pointed out that unless peppermint oil advanced to around \$5 a pound, growers would not be able to continue to handle the article. Although reports here do not seem to indicate that the market will reach that level nevertheless there are some who are of the opinion that the oil will go over \$3 a pound. Trade in geranium oils was reported as quiet. Buying has been limited over the past month but there has been no

(Continued on page 85)

English Herb Crops

(Special Correspondence)

Speaking generally, this promises to be a very good year on the whole for lavender. In some parts, plants growing on heavy land suffered adversely as the result of the high rainfall in the winter, but plants growing on light soil have escaped harm; and, in Suffolk and Hertfordshire especially, some of the fields of lavender are looking very well indeed. The wet spring has suited peppermint, and a good crop is anticipated in various parts of the country where the plant is grown. Chamomile is also making good progress; but there has been rather more rain than this plant likes, and Messrs. Stafford Allen & Sons, Ltd., complain of irregular blooming, which, of course, makes collection difficult. Not much wormwood, angelica and clary sage are grown in England; but reports from one of the Suffolk farms are to the effect that wormwood is making

good progress, angelica was a normal crop, yielding an oil of fine quality, whereas clary sage has suffered badly from the wet weather in the early part of the year. Dill has also rather suffered on account of insufficient warmth.

Report on Floral Crops

(Special Correspondence)

Grasse, July 25.—The weather has been very variable during the months of May and June and unseasonably cold especially during June.

Orange Flowers

The distillation gave very poor results so far as yield of oil is concerned. The weather was very cold during the entire crop and hindered the blossoming of the orange trees. The flowers, despite their heavy fragrance, were very deficient in oil. By collecting information from various sources, it would seem that the average yield of oil was not more

than 800 grams per 1000 kilos of flowers. This may have been bettered a little at the end of the season for certain manufacturers who received flowers from favored sections. All orange flower products are very high since the cost of the flowers was 5.5 francs, as against a price of 2 francs or a little better in 1936.

Roses

The rose crop gave no better return. For the same atmospheric reasons the flowers did not reach complete development and the movement to the factories was satisfactory in neither quantity nor quality. The yield was also below normal no better than 1 kilo of concrete to 500 kilos of flowers, and with the same price of 2 francs prevailing for the flowers, all rose products are higher, especially in view of the low yield. In fact, the restricted demand during the last few years has compelled manufacturers to cut their production and has also affected the price of the flowers. While the growers have given the rose plantations such care as was strictly necessary, they have not replaced old or diseased plants, nor has there been any encouragement to enlarge the fields. This year's short crop will find a somewhat increased demand and old stocks are almost completely exhausted.

Jasmin

The jasmin plantations are in better shape than they have been in recent years, owing to prospects for a more remunerative price (now fixed at 18 francs per kilo). This gives the grower and producer some encouragement. The plants are developing slowly and are in good condition, but it is too early to give a forecast of the crop.

A meeting of the growers was held at which it was decided to fix a price of 22 francs per kilo for the flowers while the perfumers on their part decided to pay no more than 16 francs. At a subsequent meeting between representatives of the growers and of the perfumers syndicate, the latter offered 18 francs while the former reduced their demands to 20 francs. An agreement was finally reached and the price fixed at 18 francs. Should the yield and other factors be normal, this would mean a price in Grasse much higher than that of last year.

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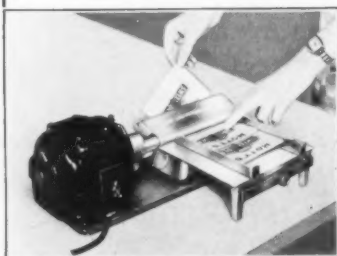
Almond Bit., per lb.	\$2.50@	\$3.00	Cassia rectified, U. S. P.	1.10@	1.25	Turkish	3.15@	3.75
S. P. A.	2.60@	2.75	Cedar leaf	.95@	1.15	Ginger	8.25@	9.50
Sweet True	.90@	.95	Cedar wood	.24@	.26	Grapefruit	2.10@	3.00
Apricot Kernel	.30@	.35	Cedrat	4.15@		Conc.	24.00@	
Amber rectified	.50@	.60	Celery	12.00@	14.50	Guaiaac (Wood)	\$3.10@	\$3.50
Ambrette (oz.)	46.00@		Chamomile	5.50@	8.00	Hemlock	1.05@	1.25
Amyris balsamifera	3.00@	3.25	Cherry laurel	14.00@	15.00	Hops (oz.)	8.50@	13.00
Angelica root	75.00@		Cinnamon	8.25@	25.00	Hyssop	40.00@	50.00
seed	90.00@		Citronella, Ceylon	.42@	.46	Juniper Berries	1.20@	1.45
Anise, U. S. P.	.72@	.75	Java	.48@	.51	Juniper Wood	.50@	.60
Aspic (spike) Span.	1.35@		Cloves Zanzibar	1.20@	1.35	Laurel	6.50@	8.00
French	1.55@		Cognac	16.00@	20.00	Lavender, French	3.50@	7.50
Balsam, Peru	5.50@	6.25	Copaiba	.64@	.66	Lemon, Italian	3.50@	4.00
Balsam, Tolu, oz.	4.25@		Coriander	20.00	Nom'l.	Calif	2.60@	
Basil (oz.)	2.40@	2.60	Croton	1.35@	1.45	Lemongrass	.50@	.80
Bay	1.55@	1.75	Cubebs	2.85@	3.00	Limes, distilled	6.15@	7.00
Bergamot	3.75@	4.00	Cumin	8.60@	9.00	expressed	10.25@	12.00
Birch, sweet	1.90@	3.35	Curacao peels	4.85@	5.25	Linaloe	1.20@	1.30
Birchtar, crude	.15@	.18	Curcuma	3.00@		Lovage	65.00@	72.00
Birchtar, rectified	.75@	.85	Cypress	12.00@		Mace, distilled	1.35@	1.45
Bois de Rose	1.35@	2.75	Dillseed	2.80@	3.85	Mandarin	8.50@	8.85
Cade, U. S. P.	.50@	.55	Elemi	1.65@		Marjoram	6.30@	6.75
Cajeput	.68@	.80	Erigeron	2.00@	2.30	Melissa	4.00@	4.25
Calamus	3.50	Nom'l.	Estragon	32.00@	35.00	Mustard, Genuine	8.00@	9.00
Camphor "white"	.18@	.22	Eucalyptus	.45@	.50	artificial	1.95@	2.25
Cananga, Java native	1.95@	2.35	Fennel, Sweet	1.10@	1.20	Myrrh	10.00@	
rectified	2.15@	2.85	Galbanum	15.00@		Myrtle	3.35@	3.75
Caraway	2.05@	2.20	Geranium, Rose			Neroli, Bigarde, P.	115.00@	130.00
Cardamon, Ceylon	30.00@	38.00	Algerian	4.00@	5.00	Petale, extra	140.00@	155.00
Cascarilla	55.00@	75.00	Bourbon	3.85@	4.35			
			Spanish	12.00@				

(Continued on page 78)

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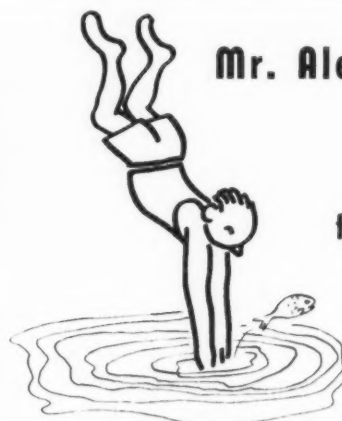
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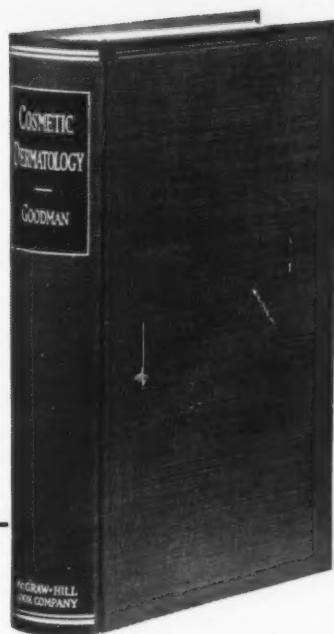
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Ringworm
Shaving
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Cosmetic Colors
Outline of Perfumery
Weights and Measures

(Continued from page 76)

Nutmeg	1.35@	1.45
Olibanum	5.00@	5.25
Orange, bitter	2.25@	2.60
sweet, W. Indian	2.25@	2.50
Italian	2.80@	3.75
Spanish	3.00@	3.25
Calif. exp.	2.50@	
dist.	.90@	
Orris root, con. (oz.)	5.25@	5.50
Orris root, abs. (oz.)	35.00@	50.00
Orris Liquid	18.00@	25.00
Parsley	10.00@	11.00
Patchouli	5.00@	8.00
Pennyroyal Amer.	1.85@	2.10
French	1.50@	1.65
Peppermint, natural	2.60@	2.75
redistilled	2.85@	3.00
Petitgrain	1.15@	1.40
French	2.35@	2.50
Pimento	2.75@	4.50
Pine cones	3.00@	
Pine needles, Siberia	1.00@	1.15
Pinus Sylvestris	1.45@	1.75
Pumilionis	1.50@	1.75
Rhodium, Imitation	2.10@	3.25
Rose, Bulgaria (oz.)	6.00@	12.00
Rosemary, French	.60@	.75
Spanish	.65@	.80
Sage	1.70@	2.00
Sage, Clary	25.00@	30.00
Sandalwood, East India	5.50@	6.00
Australia	4.75@	5.75
Sassafras, natural	1.05@	1.25
artificial	.39@	.42
Spearmint	2.00@	2.15
Snake root	11.25@	13.75
Spruce	1.05@	1.25
Styrax	6.00@	10.00
Thyme, red	1.10@	1.40
White	1.05@	1.25
Valerian	14.00@	14.50

Verbena	4.00@	8.50
Vetivert, Bourbon	8.75@	12.50
Java	15.00@	25.00
Wintergreen	3.35@	8.00
Wormseed	2.90@	3.10
Wormwood	2.90@	3.25
Ylang-Ylang, Manila	22.00@	30.00
Bourbon	5.00@	8.00

TERPENELESS OILS

Bay	3.25@	4.00
Bergamot	9.50@	14.00
Clove	4.00@	5.00
Coriander	40.00@	
Geranium	8.00@	12.50
Grapefruit	45.00@	60.00
Sesquiter 'less	85.00@	
Lavender	8.00@	8.50
Lemon	14.00@	24.00
Lime, ex.	54.00@	72.00
Orange, sweet	100.00@	120.00
bitter	90.00@	115.00
Petitgrain	3.25@	3.75
Rosemary	2.50@	4.00
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	1.35@	2.00
Acetyl Iso-eugenol	7.50@	8.00
Alcohol C 8	16.00@	20.00
C 9	26.00@	40.00
C 10	21.00@	28.00
C 11	20.00@	25.00
C 12	14.00@	25.00
Aldehyde C 8	30.00@	
C 9	45.00@	70.00
C 10	42.00@	60.00
C 11	33.00@	50.00
C 12	26.00@	32.00
C 14 (so-called)	\$13.00@	
C 16 (so-called)	13.00@	

Amyl Acetate	.75@	1.00
Amyl Butyrate	1.05@	1.25
Amyl Cinnamate	2.50@	
Amyl Cinnamate Aldehyde	2.50@	3.75
Amyl Formate	1.60@	1.90
Amyl Phenyl Acetate	3.00@	4.00
Amyl Salicate	.80	.90
Amyl Valerate	2.00@	2.40
Anethol	1.20@	1.25
Anisic Aldehyde	3.00@	3.25

Benzaldehyde, U. S. P.	.90@	.95
F. F. C.	1.55@	1.90
Benzophenone	1.45@	1.75
Benzyl Acetate	.55@	.70
Benzyl Alcohol	.75@	1.00
Benzyl Benzoate	1.00@	1.80
Benzyl Butyrate	5.00@	6.00
Benzyl Cinnamate	6.25@	8.00
Benzyl Formate	3.50@	
Benzyl Iso-eugenol	11.50@	13.50
Benzylidenacetone	2.50@	4.00
Borneol	1.75@	2.00
Bornyl Acetate	1.50@	5.50
Bromstyrol	4.50@	5.00
Butyl Acetate	.60@	
Butyl Propionate	2.00@	
Butyraldehyde	12.00@	

Carvene	1.15@	
Carvol	4.00@	4.25
Cinnamic Acid	4.00@	
Cinnamic Alcohol	3.00@	3.50
Cinnamic Aldehyde	1.45@	2.00
Cinnamyl Acetate	8.00@	12.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	2.00@	2.80
Citronellal	.85@	1.65
Citronellol	2.00@	2.60
Citronellyl Acetate	3.50@	5.00
Coumarin	3.00@	3.50
Cuminic Aldehyde	35.00@	52.00
Dibutylphthalate	.29@	.35

(Continued on page 81)

WE Furnish Complete Packages

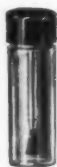
for LIQUID NAIL POLISH,
MASCARA SOLUTION, etc.



No. 1



No. 2



No. 51



No. 11

Exclusive designs . . . finest quality crystal clear glass bottles . . . finest make bakelite caps (with correct liner and finest quality camel hair brush or metal shank brush) . . . only three of many package items illustrated.

GLASS **PRODUCTS CO.**

GLASSWARE
VINELAND, NEW JERSEY

New York: L. A. Barber, 1125 Broadway
St. Louis, Mo.: Woodson Barnhart, 200 So. Commercial St.
Atlanta, Ga.: Warren M. Curry, 2895 Peachtree St.

TUBES-Made in Canada

BUY IN CANADA, FOR YOUR
CANADIAN TRADE

Plain or Lithographed Tubes, of finest
quality. Prompt delivery assured.

ALUMINUM SCREW CAPS
SHAVING STICK BOXES, ETC.
WE ALSO MOULD BAKELITE AND
DUREZ CAPS FOR JARS AND TUBES

**COLLAPSIBLE TUBES
& CONTAINERS, Ltd.**
TORONTO CANADA

SOLVAY
Snowflake Crystals
 A PURE BATH CRYSTAL BASE



Safe EVEN FOR THE TENDEREST SKIN

Repackaged and sold under your own label, you can be absolutely certain that you are selling a product of purity . . . that will be soothing and delightful to the softest skin.

That's the reason for the immediate popularity of many leading brands of bath crystals now on the market—their base is Snowflake.

But Snowflake's popularity among repackers as a bath crystal base is also due to its unusual ability to take and hold delicate perfumes and color tints. In the finished product—when it's dressed up for sale in transparent packages and jars—it makes the front row on store counter tops every time. And customers just can't resist buying it when they see it.

Use Snowflake as your bath crystal base—and watch your sales go up! It won't harm even the most delicate skin. Write immediately for full information to

SOLVAY SALES CORPORATION
*Alkalies and Chemical Products Manufactured by
 The Solvay Process Company*
40 RECTOR STREET NEW YORK

VELIZAR BAGAROFF OTTO OF ROSE

Velizar Bagaroff Otto of Rose is again available in all markets under his own label.

This quality product is especially worthy of your consideration.

Sole Agents for the United States
 W. J. BUSH & CO., Inc., New York

Sole Agents for Canada
 W. J. BUSH & CO. (Canada) Ltd., Montreal, Canada

OIL LAVENDER ALTITUDE

It costs more than inferior
 oils; — it's real Lavender.

Selected from the finest producing regions, representing the highest standard in quality, odor, uniformity.

"The Oldest Essence Distillers"

W. J. BUSH & CO.

INCORPORATED

NEW YORK, N. Y.

LONDON

MITCHAM

MESSINA

GRASSE

ESSENTIAL OILS

we have been supplying the

careful buyer

for three score years

Oil Bay

- " Bois de Rose Brazilian
- " Cassia Redistilled U.S.P.
- " Cananga Rectified
- " Geranium African
- " Geranium Bourbon
- " Lemon Italian
- " Orange Italian
- " Peppermint Natural
- " Peppermint Redistilled

Vanilla Beans

We carry complete stocks of the various qualities, and will be happy to submit samples and quotations at your request.

Tonka Beans

We cordially invite your inquiries.



ARTHUR A. STILWELL & Co.

INCORPORATED

• IMPORTERS • EXPORTERS • MANUFACTURERS •

601 W. 26th ST.

350 N. CLARK ST

NEW YORK

CHICAGO

"AN UNIMPAIRED RECORD SINCE 1878"

MOST PRODUCTION COSTS

are **RISING**
but with this **ERTEL**
HAND BOTTLE CAPPER



you can speed up production at less cost. No electricity required. No installation or maintenance costs. Small initial costs. A bottle is capped with every stroke of the arm. No wrist motion. No operator fatigue.

Is fast and positive. Screws every cap tight—yet caps are easy for consumer to unscrew.

Adaptable to any screw cap up to 43 m/m. Various size chucks available and are interchangeable. Send sample cap or caps with order. Or write today for complete details!

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ENGINEERING CORP.

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NEW YORK CITY, N. Y.



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Dependable
Uniform
QUALITY

STEARATE OF MAGNESIUM

Light, Great Adhesiveness. Pure White. Immeasurable Fineness. Heavy if desired. Dusts out under the puff like the finest pollen. Made to satisfy most exacting requirements.

STEARATE OF ZINC

Odorless, Impalpable. Pure White. Water Resisting. Great Adhesiveness. Light or Heavy as desired. Highest standard of Purity and Uniformity.

We manufacture the foregoing on a large scale. Prompt deliveries in any quantity from one barrel to a carload.
STOCKS CARRIED: Chicago, St. Louis, San Francisco, Los Angeles, Kansas City, Mo., Des Moines, New Orleans

Telephone SUNset 6-1337-1338

franks Chemical Products Co.

53-33rd Street Brooklyn, N. Y.

The American Perfumer

(Continued from page 78)

Diethylphthalate	.32@	.37
Dimethyl Anthranilate	7.00@	8.50
Dimethyl Hydroquinone	2.65@	3.75
Dimethylphthalate	.50@	.60
Diphenylmethane	1.70@	2.25
Diphenyloxide	1.20@	
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	6.25@	8.25
Ethyl Benzoate	1.20@	1.75
Ethyl Butyrate	1.00@	1.25
Ethyl Cinnamate	3.50@	4.00
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.25@	2.50
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	10.75@	15.00
Eucalyptol	.58@	.70
Eugenol	2.35@	3.25
Geraniol, dom.	1.10@	2.60
Geranyl Acetate	1.70@	3.00
Geranyl Butyrate	6.00@	8.00
Geranyl Formate	5.00@	7.00
Heliotropin, dom.	2.20@	3.00
foreign	2.35@	2.50
Hydratopic Aldehyde	25.00@	27.50
Hydroxycitronellal	2.00@	6.50
Indol, C. P.	(oz.) 2.10@	4.50
Iso-borneol	2.30@	
Iso-butyl Acetate	2.65@	
Iso-butyl Benzoate	2.75@	3.25
Iso-butyl Salicylate	3.00@	6.00
Iso-eugenol	3.50@	3.60
Iso-safrol	2.00@	
Linalool	2.10@	4.75
Linalyl Acetate 90%	2.45@	3.75
Linalyl Anthranilate	15.00@	
Linalyl Benzoate	10.50@	
Linalyl Formate	9.00@	12.00
Menthyl, Japan	3.20@	3.35
Synthetic	2.25@	3.00

Methyl Acetophenone	1.35@	2.10
Methyl Anthranilate	2.25@	3.00
Methyl Benzoate	1.00@	1.75
Methyl Cinnamate	3.00@	3.65
Methyl Eugenol	3.35@	6.75
Methyl Heptenone	2.50@	4.50
Methyl Heptene Carbonate	25.00@	28.00
Methyl Iso-eugenol	7.00@	12.00
Methyl Octine Carbonate	26.00@	32.00
Methyl Peracresol	3.75@	5.50
Methyl Phenylacetate	2.10@	2.75
Methyl Salicylate	.42@	.50
Musk Ambrette	4.20@	4.35
Ketone	4.35@	4.50
Xylene	1.25@	1.40
Nerolin (ethyl ester)	1.50@	1.75
Nitrobenzol	.15@	
Nonyl Acetate	46.00@	48.00
Octyl Acetate	35.00@	40.00
Paracresol Acetate	4.00@	5.50
Paracresol Methyl Ether	2.25@	3.00
Paracresol Phenyl-Acetate	8.75@	16.00
Para Cymene (gal.)	1.25@	1.65
Phenylacetaldehyde 50%	2.50@	5.00
100%	6.85@	9.75
Phenylacetic Acid	2.25@	4.00
Phenylethyl Acetate	2.95@	5.60
Phenylethyl Alcohol	3.00@	4.25
Phenylethyl Anthranilate	16.00@	
Phenylethyl Butyrate	8.00@	12.00
Phenyl Formate	12.50@	18.00
Phenylethyl Propionate	9.50@	
Phenyl Valerianate	16.00@	
Phenylpropyl Acet.	8.00@	11.00
Phenylpropyl Alcohol	4.50@	8.35
Phenylpropyl Aldehyde	8.00@	12.00
Rhodinol	10.00@	18.50
Safrol	.63@	.75
Santalyl Acetate	22.50@	
Skatol C. P.	(oz.) 6.00@	9.00
Styralyl Acetate	10.00@	15.00

Styralyl Alcohol	20.00@	
Terpenyl Acetate	1.00@	1.50
Terpineol, C. P.	.26@	.36
Thymene	.45@	
Thymol	1.55@	1.65
Vanillin (clove oil)	3.65@	5.15
(guaiacol)	3.55@	5.05
Vetiveryl Acetate	30.00@	38.00
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl ester)	1.50@	1.75

BEANS

Tonka Beans, Para	1.25@	1.40
Angostura	2.50@	2.75
Vanilla Beans		
Mexican, whole	4.40@	4.75
Mexican, cut	4.20@	4.35
Bourbon, whole	3.95@	4.50
South American	4.25@	4.50

SUNDRIES AND DRUGS

Acetone	.05@	.06 1/2
Acid, muriatic, 18°, 100		
pounds	1.50@	2.45
Sulfuric 66°, ton, drms.	28.00@	35.00
Alcohol, 190-pf. gal.	4.14@	4.68
Almond meal	.21@	.25
Aluminum chloride	.10@	
Ambergris, ounce	25.00@	35.00
Balsam, Copaiba	.28@	.30
Peru	1.00@	1.25
Tolu	.52@	.60
Beeswax, white	.40@	.45
yellow	.29@	.32
Bismuth sub-nitrate	1.13@	
Borax, crystals, carlot, ton	48.00@	58.00
Boric Acid, ton	125.00@	140.00

(Continued on page 83)

The Lavender oils of
PAYAN & BERTRAND
are distilled either
in their own special
works situated at
NYONS (Drôme) one of
the principal centres
for the production
of the best Lavender
oils, or under their
control in other pla-
ces selected among
the French Alps.



PAYAN & BERTRAND
GRASSE
FRANCE
DISTILLERS
OF
OIL LAVENDER CULTIVATED
FROM FRENCH ALPS
GUARANTEED 40% NATURAL ESTERS
OWN DISTILLERY AT NYON (DROME)
MADE IN FRANCE

**Average Analysis
of this oil:**
Spec. Gr. at 15°: 885-892
Rotation at 20°: 3-9
Solubility in alcohol:
1 vol. in 2.5 to 3 vols.
at 70°
Esters contents: 40/42%,
We guarantee the Oil
delivered under this Blue
Label to be always si-
milar in aroma and to
conform approximately to
the above Analysis.

Exclusive Agents for the United States and Canada:



GERARD J. DANCO, INC.



August, 1937

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(Sample booklet of labels sent to RESPONSIBLE MANUFACTURERS)

Name.....
Address.....
City.....



*S*UPER-BLEACHED
100% PURE WHITE

B E E S W A X

GIVES YOU *DOUBLE-ECONOMY*

The economy of a product that can be depended on for uniform purity, uniform whiteness, uniform quality.

The economy of using less beeswax to get better results.

This 100% Beeswax is *correctly* processed from *correctly chosen* crudes . . . bleached by masters in the art of bleaching beeswax, the result of nearly half a century of experience.

Ask us to send you a complimentary sample box!

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DETROIT: J. L. Matthieu Sons, 1965 Porter Street
NEW YORK: L. A. Barber, 1123 Broadway, Room 301
SAN FRANCISCO: H. R. Leist Company, Rialto Bldg.

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PROVIDENCE, R. I.

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to detail**

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St. Louis: W. W. Hoernlein
100 North Broadway Building, Tel. Central 8184

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A complete line of

- *Florals and Bouquets for all purposes.*
- *Odors developed for your exclusive use.*
- *May we have an opportunity to serve you?*

BELMAY INC. 116-120 East 27th St., New York

Creators of odors to the trade for many years

(Continued from page 81)

Calamine	\$.16@	.20
Calcium, phosphate	.08@	.08 3/4
Phosphate, tri-basic	.13@	.15
Camphor	.54 1/2@	.62
Castoreum	16.00@	18.00
Cetyl Alcohol	.75@	1.50
Pure	1.90@	2.15
Chalk, precip.	.03 1/2@	.06 1/2
Cherry laurel water, dij.	4.75@	5.25
Citric acid	.25@	.25 1/2
Civet, ounce	5.00@	5.50
Clay, Colloidal	.03@	.03 1/2
Cocoa butter lump	.20@	.25
Cyclohexanol (Hexalin)	.30@	
Fuller's Earth, ton	15.00@	33.00
Gum Arabic, white	.28@	.30
Amber	.14@	.16
Gum Benzoin, Siam	1.45@	1.65
Sumatra	.22@	.25
Gum galbanum	.90@	1.05
Gum myrrh	.40@	.45
Henna, powd.	.12@	.15
Hydrogen peroxide	.05@	.08
Kaolin	.06@	.08
Labdanum	3.50@	5.50
Lanolin, hydrous	.17@	.20
anhydrous	.20@	.24
Magnesium, Carbonate	.06 3/4@	.07 1/2
Stearate	.19@	.25
Musk, ounce	15.00@	25.00
Naptha, cleaners, th. cars	.09 1/2@	.10
Oilbanum, tears	.16@	.28
siftings	.08@	.10
Orange flower water, gal.	1.50@	

Orris root, powd.	.20@	.75
Paraffin	.04 1/2@	.07
Petrolatum, white	.07@	.11
Potassium, Carbonate	.14@	.19
80@85%	.07@	
Hydroxide U.S.P.	.36@	.37
88@92%	.07 1/4@	
Quince seed	.75@	1.25
Rice starch	.09	Nom'l.
Rose leaves, red	1.95@	2.15
Rose water, dij.	4.75@	5.00
Salicylic acid	.40@	.45
Saponin	1.75@	
Salt, works, ton	14.80@	15.50
Soap, neutral white	.19@	.23
Sodium, Carb. Crys.	.01 3/4@	.02 1/4
58% light, 100 pounds	1.23@	2.37
Hydroxide, 76% solid, 100 pounds	2.60@	3.75
Silicate, 40", drums, works, 100 pounds	.80@	
Spermaceti	.25@	.28
Styrax	.62@	3.25
Sulfur, precip.	.17@	.20
Tartaric acid	.24 1/4@	.24 3/4
Titanium oxide	.20@	.22
Tragacanth, No. 1	3.00@	3.50
Triethanolamine	.45@	.50
Venice turpentine, gal.	.35@	.45
Violet flowers	.95@	1.15
Zinc oxide, U. S. P. bbls.	.09 1/2@	.15
Peroxide	1.10@	1.75
Stearate	.21@	.28

OILS AND FATS

Tallow, N. Y. C. extra	\$.08 3/4 @	
Grease white	.08 1/2 @	.093 1/8
Lard	.12 3/4 @	.13 1/4
Coconut Oil, tanks	.10 3/4 @	
Corn Oil, distilled, tanks	.11 @	.11 1/4
Red Oil, distilled, tanks	.10 3/4 @	
White, drums	.13 1/2 @	.14 1/2
Stearic acid		
Triple pressed	.15 1/4 @	.16 1/4
Saponified	.15 1/2 @	.16 1/2
Castor No. 1, tanks	.10 @	
Coconut, Manila Grade, tanks	.05 1/2 @	
Corn, crude, Midwest mill, tanks	.08 3/8 @	.08 1/2
Cotton, crude, Southeast, tanks	.07 3/4 @	.08
Lard, common No. 1 bbls.	.12 1/4 @	
Foots, barrels	.12 1/2 @	Nominal
Palm, Niger, casks	.05 3/4 @	
Palm, kernel, tanks	.05 1/2 @	
Peanut Refined, barrels	.12 1/4 @	Nominal
Soya beans, mill, tanks	.09 1/2 @	
Tallow, acidless, barrels	.12 1/2 @	
Whale Refined, barrels	.10 1/2 @	.10 3/4

GLYCERINE

C. P., drums extra	.21 1/2 @	.22
Dynamite, drums extra	.21 1/2 @	.22
Saponification, drums	.15 @	.15 1/2
Soap, lye	.13 @	.13 1/2

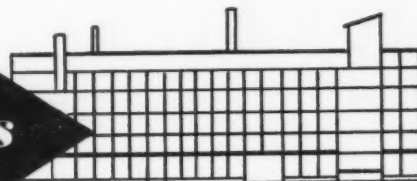
ROSIN

Barrels of 280 pounds

M	9.10	N	9.10
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new and larger quarters



We have just completed our removal from 350 West 31st Street, New York City, to our new and thoroughly modern factory and offices at 3614—35th Street, Long Island City, N. Y. We appreciate the expanding demand for our products that has made this move necessary and possible. Both new and old clients will find us even better equipped than formerly to supply them with our superior raw materials for Perfumes, Creams, Powders, Soaps, Extracts, etc. Tell us your needs and ask for samples, prices. Then compare!

POLAK'S FRUTAL WORKS INCORPORATED

3614—35th Street, Long Island City, N. Y.
427 W. Erie Street, Chicago, Ill.

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Since the introduction of this new face powder material sales of it have constantly increased because the use of it actually represents a development in fine face powders.

Its exceptional silky, soft, smoothness, the complete absence of odor and the extremely fine particle size of it, plus its extraordinary adhesiveness actually improves a face powder in which it is used. As little as 5% added to your formula will bring about this result although it is being used in some face powder to the extent of 15% and a formula is offered showing its uses in this percentage.

Samples are at your disposal and we believe that this is one of the Plymouth products which warrants a serious investigation by every face powder manufacturer because it has real merit.

A complete line of Cosmetic Raw Materials

PURE & S. D. ALCOHOLS

One hundred years of experience behind U.S.I. products assure you of consistent purity. Fifteen U.S.I. sales divisions throughout the country are your guarantee of prompt deliveries and ready service. Insure yourself with this double protection—uniform products and efficient service—by specifying U.S.I. alcohols.

U. S. INDUSTRIAL ALCOHOL CO. 60 EAST 42ND STREET, NEW YORK
BRANCHES IN ALL PRINCIPAL CITIES

World's Largest Producers of Industrial Alcohol

(Continued from page 74)

real pressure to sell. Trade factors express the opinion that the better grade of new crop oils will be held for fancy prices owing to unusually short crops. Neroli and orange flower oils displayed considerable strength.

Holders of Spanish oils do not seem at all willing to press material on the market. Thyme, spike lavender, and rosemary are in ample supply to take care of the current requirements of the trade. Because of the uncertainty surrounding conditions at the source, however, there is a general tendency on the part of dealers to exercise a cautious policy.

Some importers of vanilla beans have contradicted reports of recent price recessions, nevertheless a close check on the market reveals the fact that these sellers have been meeting lower prices. Lack of any real buying support plus the presence of some poor grade beans were factors largely responsible for competitive conditions which have existed.

Soap oils displayed a firm tone. Trade in coconut was quiet. Leading interests were not in a position to offer crude oil for nearby delivery and there was little spot material.

Huge Ambergris Find

Word has come from Ets. Victor Hasslauer, Paris to Gerard J. Danco, Inc., New York, of a tremendous piece of ambergris, which has just reached the Paris house. This single piece, said to be of fine quality, weighed 300 kilograms or 660 pounds, and is the largest single piece of ambergris on record. At the time of going to press further details on this amazing find are lacking, but there is no doubt of the importance of the event to the ambergris market.

Lithuanian Cosmetic Industry

The manufacture of pharmaceutical and cosmetics, principally from imported basic chemicals, is carried on by a large number of factories and workshops in Lithuania, most of which are situated in Kaunas and Klaipeda. The value of their output in 1936 was estimated at \$267,000 compared with \$240,000 for 1935. This industry is rapidly expanding, gaining increased importance in both the domestic market and the import trade. (*American Consulate, Kaunas*).

New Companies

Radio City Toiletries, Inc., New York, cosmetics, \$20,000. Filed by Leonard Levin, 55 W. 42nd St., New York.

Future Laboratories, Inc., New York, cosmetics, hair treating compounds, \$20,000. Filed by Maxwell M. Weisbach, 535 Fifth Ave., New York.

Tru-Curl Products, Inc., New York, cosmetics, 100 shares no par value. Filed by Benj. E. Winston, 270 Broadway, New York.

George A. Stevens, Inc., New York, cosmetics, 200 shares no par value. Filed by Samuel Blumberg, 200 Fifth Ave., New York.

Henry Worth, Inc., New York, cosmetics, 100 shares preferred, 100 shares common, no par value. Filed by Seymour Groshut, 233 Broadway, New York.

Orok Products Corp, Ossining, N. Y., chemicals, drugs, medicines, cosmetics, lotions and general merchandise, 200 shares no par value. Filed by Chadbourne, Wallace, Pake & Whiteside, 25 Broadway, New York.

KRANICH SOAPS

U.S.P. POWDERED CASTILE SOAP

POWDERED NEUTRAL SOAP

SHAMPOOS (Liquid Only)

COCONUT • OLIVE OIL • CASTILE

Specially prepared for repackaging

CLARITY ASSURED

Send for price list and samples

KRANICH SOAP COMPANY, INC.

54-60 RICHARDS STREET

BROOKLYN, NEW YORK



**We are
HEADQUARTERS
for the following—**

TURTLE OIL
(Regular & Refined)
ESSENTIAL OILS
AROMATIC CHEMICALS
NATURAL FLOWER OILS
SYNTHETIC FLOWER OILS
MODERN AND DISTINCTIVE
PERFUME BASICS
DISTINCTIVE and CHARACTERISTIC
FLAVOR OILS
PERFUMERS' TINCTURES
FIXATIVES (FOR PERFUMERS)
RESINOIDS
TERPENELESS and
EXTRA CONCENTRATED ESSENTIAL OILS
FLORAL WATERS OLEO RESINS
FRUIT ESTERS BALSAMS and GUMS
Beautiful COLORS of proven merit

YOU owe it to yourself to investigate our complete line. We also have the facilities to render you an unusual service, whether it be a problem in fixation, an outstanding odeur, a delectable flavor or a sparkling color.

DUVAL leaves nothing to chance. A Duval label is your guarantee of a dependable product. You will find that it will pay you to buy products bearing our quality mark.

WRITE us for samples—Compare them point-for-point, price against price.

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PATENT and TRADE MARK DEPARTMENT

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks and designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK
DEPARTMENT,
THE AMERICAN PERFUMER,
9 East 38th St., New York City.

Trade Mark Registrations Applied for (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

373,972.—See Illustration. Mame Pieri, doing business as Bestaste Products Co. and Buff-Lo-Maid Food Products Co., Buffalo, N. Y. (June 1905).—Flavoring Extracts.

374,248.—See Illustration. The Procter & Gamble Co., Cincinnati, Ohio. (Feb. 1909).—Bulk soap chips in barrels and packages.

382,914.—"COUNTRY CLUB." Houbigant, Inc., New York. (Aug. 29, 1936).—Soaps and shaving cream.

385,860.—See Illustration. Puritan Cosmetics, Inc., St Louis, Mo. (Dec. 1931).—Toilet preparations.

386,505.—See Illustration. The M. Stein Cosmetic Co., New York, N. Y. (Apr. 15, 1888).—Theatrical soft paint, cinema soft paint and liquid make-up.

386,850.—See Illustration. The Dante Co., Philadelphia, Pa. (Dec. 15, 1936).—Moustache pomade, facial creams, facial powder, skin lotions and hair tonic.

388,544.—"ROZALEX." Rozalex Ltd., Manchester, England. (June 11, 1929).—Cream to be rubbed into the hands before beginning work to prevent dirt and grease from coming in contact with the skin and also for preventing the hands from becoming chapped.

388,792.—"FRISCO." Ferd Mulhens, Inc., New York, assignor to Paul Peter

Mulhens, doing business under the firm name of Eau de Cologne & Parfumerie-Fabrik, "Glockengasse No. 4711" gegenüber der Pferdepost von Ferd. Mulhens, Cologne, Germany. (Jan. 26, 1937).—Toilet preparations.

389,396.—See Illustration. Edward Rosenzweig, doing business as Barrow Brand Products, New York. (Aug. 3, 1935).—Brushless shaving cream.

389,672.—See Illustration. John F. Buckman, assignor to Kool Kake Soap Products, Inc., Miami, Fla. (Jan. 1936).—Hand, face and body soap which cools as it cleanses.

389,745.—See Illustration. Morton G.

(Continued on page 89)





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The American Perfumer

(Continued from page 87)

Neumann, doing business as Valmor Products Co., Chicago, Ill. (Dec. 14, 1936.)—Toilet preparations.

390,590.—"PAN-CAKE." Max Factor & Co., Los Angeles, Calif. (Jan. 2, 1935.)—Cosmetics in the nature of a solidified cream used for a make-up base.

390,592.—See Illustration. Max Factor & Co., Los Angeles, Calif. (Mar. 1, 1936.)—Cosmetics, perfumes, theatrical make-up and similar preparations.

390,830.—See Illustration. The Anzora Perfumery Co., Ltd., Greenford, England. (Mar. 1, 1937.)—Preparations for the hair.

390,906.—"Milk Tone." Franklin Simon & Co., Inc., New York. (Mar. 25, 1937.)—Toilet and bath soap.

391,037.—See Illustration. Gene Palmer, Inc., Los Angeles, Calif. (Dec. 14, 1936.)—Perfume.

391,113, 391,114, 391,115.—See Illustrations. Colgate-Palmolive-Peet Co., Jersey City, N. J. (Dec. 1922; Feb. 21, 1911; 1869, respectively.)—Talc powder.

391,428.—"BACCHANTES." Molinard, Inc., New York. (Sept. 1931.)—Perfumes.

391,442.—See Illustration. Andrew F. Wineburgh, doing business as Soapless Products Co., New York. (Mar. 20, 1937.)—Toilet and beauty bath preparations.

391,482.—See Illustration. Lucien Le-long, Inc., Chicago, Ill. (Mar. 23, 1937.)—Filled face powder and rouge compacts.

391,517.—See Illustration. Christy Cosmetics, Inc., New York. (Mar. 12, 1937.)—Lipsticks.

391,648.—See Illustration. Metro Oil, Inc., St. Louis, Mo. (Mar. 15, 1936.)—

Chemical adherent material for protecting the skin against dyes, oils, greases, pigments and other irritating substances.

391,706.—"TODDY." London House, Ltd., New York. (Jan. 22, 1937.)—After shaving lotions, hair dressing, perfumes, toilet water, cold cream.

391,849.—See Illustration. Cle-Sof Products, Chicago, Ill. (Apr. 26, 1935.)—Hand cream which cleans and softens the hands.

391,968.—"VIOLAXIL." Pecorone, Moline & Cia., Rosario, Argentina. (Apr. 15, 1934.)—Anti-perspiration and deodorant preparation.

391,981.—"LADIES-IN-WAITING." Yardley of London, Inc., Union City, N. J. (Apr. 19, 1937.)—Toilet preparations.

392,065.—See Illustration. Adolph A. Edlich, doing business as The Edlich Laboratory, New York. (Dec. 2, 1936.)—Mouth wash, gargle and throat spray.

392,126.—See Illustration. Mark W. Allen & Co., Detroit, Mich. (Dec. 21, 1936.)—Toilet preparations.

392,147.—See Illustration. Hinze Ambrosia, Inc., New York. (Apr. 2, 1937.)—Sunburn lotion.

392,157.—"FRUTICENE." Lyons-Magnus, Inc., San Francisco, Calif. (May 1937.)—Flavoring extracts.

392,191.—See Illustration. Beauty Counselors, Inc., Detroit, Mich. (Apr. 10, 1937.)—Toilet preparations in the form of face cream and face powder.

392,198.—See Illustration. S. L. Christie, Washington, D. C. (Apr. 9, 1924.)—Skin lotion.

392,228.—"Koladol." Los Angeles Soap Co., Los Angeles, Calif. (Mar. 4, 1937.)—

Toilet soap, soap chips, shaving soap, brushless shaving cream, tooth soap, and granulated soap.

392,229.—"Koladol." Los Angeles Soap Co., Los Angeles, Calif. (Mar. 4, 1937.)—Cold cream, cleansing cream, nourishing cream, tissue cream, vanishing cream, all purposes face cream, astringent face powder, etc.

392,236.—See Illustration. Allen H. Rabin, doing business as The Rabin Co., Los Angeles, Calif. (May 1, 1933.)—Toilet preparations.

392,352.—See Illustration. James J. Donnelly, Omaha, Nebr. (May 3, 1937.)—Preparation for use in the treatment of the hair and scalp.

392,373.—See Illustration. Esther Lavin, Chicago, Ill. (May 1, 1937.)—Hand lotion.

392,388.—"AMYLOXIN." The Norwich Pharmacal Co., Norwich, N. Y. (Apr. 6, 1937.)—Preventive of decomposition odors.

392,410.—"CLEARZOL." George Block, New York. (May 1, 1937.)—Skin cream.

392,411.—"T A K T." Ewen Cameron, Wellington, New Zealand. (Nov. 18, 1936.)—Perfumed and medicinal soap.

392,434.—See Illustration. Daggett & Ramsdell, New York. (Apr. 20, 1937.)—Perfumes.

392,437.—"LIPOL." Los Angeles Soap Co., Los Angeles, Calif. (Mar. 4, 1937.)—Hair and scalp tonic.

392,498.—See Illustration. Lenthier, Inc., New York. (May 3, 1937.)—Preparations for protecting and conditioning the skin.

392,545.—See Illustration. McKesson & (Continued on page 91)

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(Continued from page 89)

Robbins, Inc., Bridgeport and Fairfield, Conn. (Apr. 29, 1937.)—Hair tonic.

392,586.—See Illustration. Gilda Audrey Products, Inc., New York. (Dec. 28, 1936.)

—Hair treating preparations and cosmetics. 392,671.—See Illustration. La Gharma Laboratories, Tampa, Fla. (May 1, 1936.)

—Beautifying products and preparations. 392,751.—See Illustration. Gardner Mfg. Co., Inc., Philadelphia, Pa. (Jan. 22, 1937.)

—Preparation for use as a hair freshener. 392,767.—See Illustration. Pinaud, Inc., New York. (Apr. 28, 1937.)—Shaving soap.

392,934.—"PLAID." Lenthalic, Inc., New York. (May 12, 1937.)—Perfumes and cosmetic creams.

393,393.—See Illustration. Seboreen Laboratories, Inc., of Chicago, Chicago, Ill. (Apr. 28, 1937.)—Deodorant.

Trade Mark Registration Granted (Act of March 19, 1920)

These registrations are not subject to opposition.

M347,684.—See Illustration. George W. Button Corp., New York. (May 7, 1936. Serial No. 379,374.)—Talcum powder.

M347,859.—See Illustration. Mame Pieri, doing business as Bestaste Products Co., Buffalo, N. Y. (June 1905. Serial No. 373,971.)—Flavoring extracts for food flavoring purposes.

M347,863.—See Illustration. Cooper & Cooper, Inc., Brooklyn, N. Y. (May 13, 1936. Serial No. 379,681.)—Shaving cream.

M347,870.—See Illustration. Bonnie

Cowan, Long Island City, N. Y. (June 1, 1935. Serial No. 391,177.)—Face powder, cleansing cream, powder base, skin tonic, cream rouge, foundation cream, etc.

M347,874.—See Illustration. Michel Cosmetics, Inc., Long Island City, N. Y. (1928. Serial No. 392,762.)—Cosmetics.

Patents Granted

2,085,180.—Lipstick demonstrating device. Palmer Bevis, New York.

2,085,446.—Dispensing container for powders, pastes, creams, and the like. Louis Philippe, New York.

2,085,502.—Compact. Walter Lampl, New York.

2,085,629.—Collapsible tube cap. Tulio A. Brige, Caracas, Venezuela.

2,085,733.—Shaving cream. John C. Bird, Montclair, N. J.

2,085,822.—Cosmetic containing case. Rene Mortier, Paris, France, assignor to Societe a Responsabilite Limitee G. Rolot & H. Lemasson of Route de Dijon et Beaune, Cote d'Or, France.

2,085,840.—Method of treating soap. Charles T. Walter, Chicago, Ill., assignor to Industrial Patents Corp., Chicago, Ill., a corporation of Delaware.

2,085,865, 2,085,866.—Lipstick holder. Simon Morrison, New York.

2,086,528.—Lipstick rouge blender. Anna Blum and Ella Blum, Chicago, Ill.

2,087,161, 2,087,162.—Composition for Topical Use; Perspiration-Inhibiting Composition, respectively. William C. Moore, Stamford, Conn., assignor to U. S. Industrial Alcohol Co., New York.

2,087,258.—Self-opening and closing cap for collapsible tubes. Gaston L. Lateur, San Francisco, Calif.

2,087,267.—Process of manufacturing soap. Julius Schaal, New York.

Designs Patented

D105,298.—Perfume bottle. Stephen A. Ogden, New York, assignor to Mary Dunhill, Inc., New York.

D105,299.—Combination bottle or the like. Basil Sabaneeff, New York, assignor, by mesne assignments, to Parfums Chevalier Garde Inc., a corporation of New York.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the

(Continued on page 93)

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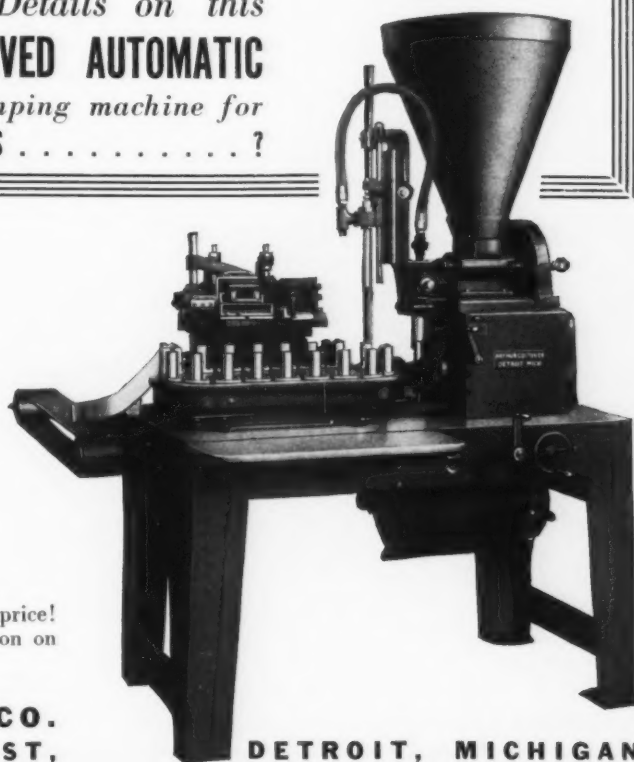
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(Continued from page 91)

official records in the Canadian Patent Office.

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New York City

Trade Marks Under Unfair Competition Act of 1932

7341.—"PLAID." Perfumes. Stanley H. Beardmore, carrying on business as Renaud et Cie of Canada, Toronto, Ont.

7359.—Design of an oval within which appear the three letters "T.C.P." in the form of a monogram. Perfumery preparations for the teeth and hair and perfumed soap. British Alkaloids, Ltd., 104, Winchester House, Old Broad St., London, E.C. 2, England.

7361, 7362, 7363. — "HAND-O-TONIK," "NAIL-O-TONIK," "NIGHT AND DAY." Lotions for the hands and skin; manicure lotions; and perfumes, toilet water and lipsticks, respectively. Elizabeth Arden of Canada, Ltd., Toronto, Ont.

7391.—"PLAT-NUM." Cosmetics. Franz Neuschaefer, doing business under the name of Plat-Num Laboratories, New York.

7482.—"CARBONA." Toilet and cosmetic preparations and preparations for the teeth and hair. Carbona Products Co., New York.

ABSTRACTS FROM FOREIGN JOURNALS

Under this heading are published brief abstracts of articles, both technical and general, from foreign journals in this field, together with page and volume references. We cannot furnish complete copies of these articles or journals but will be glad to supply the addresses of the publishers upon request.

The use of tin soaps as anti-oxidants in textile soaps, is described in *The Industrial Chemist*, 12, 142, 1936. Thus far, organic reducing agents have been used almost entirely in anti-oxidant tests. The addition of 0.1% of stannous oleate, stearate or benzoate delays oxidation, and holds it down once it is started. The anti-oxidant effect of stannous salts is apparently due to their ability to reduce formation of oxidation products that catalyze oxidation.

Permanent wave fluids are analyzed and their formulation given, in an article by R. H. Auch, *S.P.C.*, January 1937, p. 43. A satisfactory

formula is Ammonium hydroxide (26-28%) 20 parts, borax 5 parts, lavender color and perfume qs, and water to make 100 parts. A product especially useful for dyed hair is: potassium sulphite 5.5%, borax 2.65%, sodium carbonate 0.45%, ammonium carbonate 0.25%, perfume qs, and water to make 100. Other formulas are included.

The Present Status of The Vitamin Theory, is told by Hans Schwarz, in *Seif. Ztg.*, 52, 1936, p. 1066. Vitamins A, B₁, B₂, B₆, C, D, E, "Factor X", and H, are described. Vitamin action is compared to hormone action.

H. M. Dumont finds that the most odorous gardenia is the *Gardenia Florida L.* This is sometimes called Cape Jessamine, and originates from China. Formulas for extracts, soaps, powders, creams and lotions are given. Fourteen formulas are included, *S. P. C.*, January, p. 59.



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- 2—World Rotary Automatic Labellers.
- 1—U. S. Bottlers 22-spout, monel fitted, Rotary Vacuum Bottle Filler.
- 1—Alsop Portable Bottle Filler, 3-spout handle, pump and motor.
- 1—Lilliput Label Gummer, motor driven.
- 5—Ermold and World semi-automatic Labelers.
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- 1—American automatic Powder Filler and Weigher.
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- 1—Colton 2B Gelatin Coating Machine.
- 4—Colton Dry and Wet Granulators.
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Business Opportunities, \$1.00 per line per insertion; Situations Wanted and Help Wanted, 50c per line per insertion. Please send check with copy. Address all communications to THE AMERICAN PERFUMER, 9 East 38th St., New York

SITUATIONS WANTED

QUALIFIED PERFUMER, Cosmetic Chemist; Frenchman, long experience in laboratories, first class references, speaking and writing perfectly English and German. Open for immediate engagement in Europe or abroad. J. Ehrman, 20 Rue Villeneuve, Clichy, (Seine) France.

COSMETIC CHEMIST—B. S. & partial M. S.—thoroughly experienced in analysis, formulation, manufacture and packaging of nationally known cosmetics and toilet preparations. Formerly with private label house. Can do research or run plant. Address S. W. No. 2275, The American Perfumer.

HELP WANTED

SALESMAN for a prominent line of Shampoo, Base and Shaving Cream in bulk. Address H. W. No. 2166, The American Perfumer.

SALESMAN with experience and following to cover Middle and South West for old established well-known manufacturer of perfumery and cosmetic raw material. Excellent opportunity for a producer. Write in detail regarding experience, compensation required, etc., to H. W. Box 2274, The American Perfumer.

REPRESENTATIVE WANTED, (Com. basis), selling best toilet goods accounts for N. Y.; N. J.; (ex. Metro. N. Y.); Pa.; Del; Md.; D. C. Trade now established leading Dept. stores and most Barber and Beauty Supply Dealers. Hygenia Brush Co., Worcester, Mass.

MISCELLANEOUS

BOTTLE FILLING, JAR, AND TUBE FILLING MACHINERY: Write for our circular describing machinery if you are in the market for good dependable, Bottle Filling, Jar, and Tube Filling Machinery. Representatives Wanted. George Desch Mfg. and Supply Co., 1827 W. Irving Park, Chicago, Ill.

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BOOK DEPT.

THE AMERICAN PERFUMER
9 EAST 38th STREET • NEW YORK

(Continued from page 36)

known, it would mean little anyway. But understanding and better public relations can come from more informative advertising and from more thoughtful promotion of cosmetic products so that purchasers may have a clearer idea of just which products are suited to their individual needs, and which are not.

"When customers always know how to buy the right things we shall be in Utopia!" Maybe. But it does seem as if some of the waste—in good materials, in advertising, in disappointment—could be saved by shifting the emphasis from what wonderful stuff a product contains to what wonderful things it will do—for the right persons under the right conditions. And in telling them what products will do and what may be expected of them, prophecy is best based on clinical tests, not theoretical laboratory findings. It cannot cost any more to steer the right persons to a product and the wrong ones away, and if a little more of this kind of public relations could be done, it would do much to build confidence in cosmetic products and ultimately redound to the happiness and benefit of everyone.

CALIFORNIA CITRUS OILS

(Continued from page 59)

grapefruit or grapefruit juice. As these developments are still comparatively small, grapefruit oil production is correspondingly limited. However, there is a movement under way now which might eventually lead to the erection of one or two fairly good sized plants in California for the handling of grapefruit. We shall defer a description of the details of production and the chemistry of California grapefruit oil, therefore, until more intensified production has made possible our closer study of this subject.

The Keeping Qualities Of Citrus Oils

It is a well known fact that citrus oils when kept in well filled, well stoppered, dark colored bottles and stored in a cool, dark place retain their original delicate flavor for years. It is also known that access of air or light, or the presence of traces of water easily spoil citrus oils. They assume an oxidized, acid character and turpen-

tine-like odor; viscosity and specific gravity greatly increase.

We have been using a very simple method of preserving citrus oils by placing a small quantity of "dry ice" (solid CO_2) on top of the oil. The solid carbon dioxide rapidly evaporates, drives out the air and thereby insures the presence of a neutral gas in the container before it is tightly sealed.

Poore²⁰ has experimentally proved the effect of air and temperature upon California oils, also upon limonene, and tabulated the results. He came to the conclusion that at the end of twenty months the limonene was unaffected in the presence of water if air was excluded. Marked changes occurred in the presence of dry air. Water and air together appeared to cause the greatest increase in acid value. As in the lemon and orange oils, all sealed samples remained unchanged.

Practical experience corroborates the findings of Poore. As a matter

(Continued on page 96)

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DRYAD products may be depended upon to measure up to the highest standards.

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A basic aromatic chemical found to be most useful for imparting a desirable orange blossom odor. Write us for quotations and also for information on other Vanillin Fabrik products.

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ST. LOUIS, MO.
CINCINNATI, O.
BALTIMORE, MD.

HOUSTON, TEXAS
DES MOINES, IA.
PHILADELPHIA, PA.

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of fact, lemon and orange oils improve with ageing in that, after a year or two of storing, most of the soluble waxes separate from the oil and may be removed easily by filtration. The resulting oils are more soluble and produce clearer extracts. Neither odor nor flavor are in the least impaired if the oils are kept in tin lined, fully filled drums at a temperature of 65° F. Citrus oils stored in this manner can be kept safely for three years.

Summary

When California coldpressed lemon and orange oils were introduced to the American market more than a decade ago, neither at first found much favor with prospective consumers because they were quite different in flavor character and also in physical properties from the imported oils, principally Italian, with which the users had been familiar up to that time.

Orange

It soon became recognized, however, that California

cold pressed orange oil, while different, was definitely superior in flavor to the imported oils, having a more complete orange flavor, suggestive of both juice and peel, as contrasted with the strong peel-like note which characterized the other oils. There were some difficulties encountered because of its rather high content of solids but these were gradually overcome as manufacturing processes improved.

As the fine fruity flavor of this oil became more appreciated, it gradually began to supplant the Italian oil in all of its various applications including the manufacture of soft drink extracts, the flavoring of confectionery of all kinds, baked goods, pharmaceuticals, and in fact every type of product wherein imported orange oil had previously been employed.

It has finally come to be preferred to such an extent that many manufacturers willingly pay a premium for it when its scarcity advances the cost beyond that of the imported products.

Lemon

California coldpressed lemon oil encountered even

greater opposition than did the orange oil. It had the same high solid content and in addition contained on an average only about 2½% or more of citral, as distinguished from the imported oil which carries a minimum of 4%. This naturally resulted in a somewhat different flavor character and at the same time placed the oil outside the limits of the U. S. Pharmacopoeia as it then existed. Likewise, the official definition of lemon oil as promulgated by the U. S. Department of Agriculture was found to be limited in its application to Italian oils.

Gradually it came to be recognized, however, that this different type of flavor was in reality a better flavor, much more suggestive of the domestic fruit which has always been the most highly esteemed. It was observed that the citral deficiency was more than compensated by unidentified flavoring substances which the oil extracts from the juice and it was not long before the manufacturers perfected a method of classification whereby the solid content was so greatly reduced as to render

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AMYL ACETATE • AMYL BUTYRATE
AMYL VALERATE • ETHYL VALERATE
BUTYRIC ETHER • OENANTHIC ETHER

These Northwestern esters are of the finest quality

THE NORTHWESTERN CHEMICAL COMPANY

THE LARGEST MAKERS OF BUTYRIC ETHER IN THE WORLD

WAUWATOSA • WISCONSIN

INCORPORATED 1882

(Continued from page 96)

the oil even more soluble than the Italian oil.

Official bodies move very slowly but eventually the merits of this oil forced official recognition by the Department of Agriculture whose standards for lemon oil were changed to include it. This was followed by a revision of the Pharmacopoeia specifications to the same end, so that the California coldpressed lemon oil is approved officially in every respect. Like the orange oil, California coldpressed lemon oil finds its way into every type of product requiring lemon flavor. It has replaced the Italian oil in every application of the latter and in recent years has come close to dominating the domestic market.

In those applications where whole orange or lemon oils have not proven suitable, the California coldpressed oils have provided splendid bases for the preparation of concentrates suited for use in gelatin dessert powders, soft drink powders, cornstarch pudding powders and other powdered food products.

To sum up briefly, if the supply of imported orange and lemon oils were for any reason cut off, this

country could get along very well with its domestic oils.

At present, two-thirds of the domestic consumption of lemon oil and more than half of orange oil is covered by California oils, while, at the same time, large quantities of both oils are exported to England, the Continent and even Italy, in fact to all parts of the world. And there is no reason why production of orange and lemon oil in California could not be increased considerably, especially of the lemon, cultivation of which, in recent years, has been largely extended. From these young and vigorous lemon plantations should come large quantities of surplus fruit within a few years.

⁸ *loc. cit.*

⁹ Gildemeister & Hoffmann "The Volatile Oils", Volume I, page 299.

¹⁰ *ibidem*, page 321.

¹¹ *Ber. Deut. Chem. Gesell.* 34, 2809-2829.

¹² Poore, *loc. cit.*

¹³ "The Identification of Acids", *Journ. Amer. Chem. Soc.* 39, 124-136.

¹⁴ *Liebigs Annalen* 238 (1887), 87.

¹⁵ *Ann. Chim. Appl.* 15, 1925, 305-309.

¹⁶ *loc. cit.*

¹⁷ *loc. cit.*

¹⁸ *Journ. Amer. Chem. Soc.* 56, 5; (1934); 1238.

¹⁹ *Ber. Deut. Chem. Gesell.* 31, (1898), 3318-3320.

²⁰ *loc. cit.*

²¹ *Ber. Deut. Chem. Gesell.* 24, (1891), 202.

²² *Journ. f. Prakt. Chem.* II. 62 (1900), 523.

²³ *loc. cit.*

²⁴ *Les Parfums de France* 1932, 112, 167.

²⁵ *loc. cit.*

²⁶ *loc. cit.*

²⁷ *loc. cit.*

²⁸ *loc. cit.*

²⁹ *loc. cit.*

FATS FOR GERMAN SOAP

Last year Germany consumed 1.97 million tons of fat. The regime is much alarmed at the large import of this material, and is striving to reduce consumption to the pre-war level. Germany's own output does not cover even 10% of her industrial demand for fat. Small quantities are obtained from bones, from sewerage and so on. For the soap industry a mixture of fatty acids is now obtained synthetically by treating the by-products of the oil-from-coal process with acids. This constitutes an entirely new source of raw material for the industry. Experiments with the mixture have been successful, and a large plant for its manufacture is under construction.

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THE BLACKBOARD

By Donald S. Cowling

JURISDICTION VS. LAMB CHOPS

Back and forth across the entrances of one of America's largest department stores plod glum-faced men bearing on their chests placards emblazoned with the information that the store is unfair to organized labor. "Please do not patronize," plead the placards; but the carriers no longer bother to eye vindictively the swarms of shoppers who brush indifferently by.

Upstairs in the executive offices the general manager looks at the president and shrugs despairingly.

"How can we tell?" he replies to my question. "How can anyone tell? If our employees don't wish to join of their own free will, how can the officials expect us to order them to? It is an altercation between unions—which shall direct the activities of our employees, and because we, the executives, refuse to take sides the store is picketed. How can anybody tell the end of such activity?"

Downstairs on the selling floors the force goes nervously about its

duties. Mabel, in the cosmetics, and her husband moved three weeks ago into their new house, built to their specifications, and achieved by means of careful saving of their combined incomes over six years of happy married life. There is still much to do. Furniture, shrubs, a new frigidaire, —Mabel feverishly adds up her total for the day and starts eagerly for the woman who approaches her counter.

Across the aisle, in hosiery, Agnes pulls down box after box to please her customer, who, fussy as she is, buys generously when pleased. In the back of Agnes' mind is a picture of two little curlyheads, their round little tummies full of good oatmeal and cream, trotting securely off to school, happy in clean new dresses and shiny new shoes.

Bob, in men's furnishings, pauses a minute as his customer disappears into the dressing room to figure again just how many more payments are due on that little cabin on the lake.

All, Mabel, and Agnes, and Bob; and Betty and Joe and Bill, hurry

from the employees' door at quitting time and pass with lowered heads the unctuously persuasive individuals passing out dodgers in the alley.

What to them is this matter of jurisdiction? The great big bleeding hearts of the organizers hundreds of miles away dwindle into insignificance beside broiling lamb chops on the new stove in the new kitchen; beside two tousle headed cherubs comfortably asleep in safe white beds; beside the song of the reel across the misty lake as the dawn wind ruffles the water with its pine scented breath.

All they know is that this unrest is cutting down their sales. Promises, promises,—sure, promises,—but all we want is traffic. Give us the people coming into the store again, and we'll sell 'em. Let us take our own chances with the boys upstairs. This is a free country—if they won't pay us in this store what we're worth we'll go somewhere else, but in the meantime get out of our way and let us work.

And upstairs the president nods slowly to the general manager and draws gently on his cigar. "It will work out," he says, "of course; but in the meantime—".

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August, 1937

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